Radio Laurier Position Description: Events & Promotions Manager

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Job Title: Events & Promotions Manager

Reports To: Station Manager, Radio Laurier

Position Description: The Events and Promotions Manager is responsible for overseeing the planning, promotion and execution of all Radio Laurier events. They are also responsible for managing the Street Team and overseeing all promotions on campus, including overseeing and supervising boothing on campus, and in the community at the Waterloo Campus. The Events and Promotion Manager will help organize promotional campaigns with other staff members of the station to ensure an effective and cohesive marketing strategy.

Application: Submit an updated resume and cover letter that outlines why you would be successful in this role.

Responsibilities Include:

- Adhere to the WLUSP Code of Conduct
- Attend all management meetings unless due warning is given to the Station Manager
- Attend all other meetings or conferences as required by the Station Manager
- Effectively train and manage all street team members
- Hold weekly Street Team meetings
- Coordinate a weekly booth in the concourse
- Coordinate street team participation in all promotional initiatives, including boothing and Radio Laurier events
- Develop promotional initiatives with other Promotions managers (PR Manager, Station Manager, Program Director)
- Oversee the planning of all Radio Laurier events
- Ensure Radio Laurier events are consistent with the Radio Laurier and WLUSP mission and vision
- Ensure all promotions and branding are happening in an effective and professional manner
- Facilitate workshops at general meetings
- Uphold and update Street Team policy
- Work in a respectful and inclusive manner with all other Radio Laurier managers
- Promote synergy with other departments of WLUSP
- Any other reasonable duties as required by the Station Manager
- When using social media in regards to Radio Laurier or WLUSP, the staff member is expected to conduct themselves in a respectful and professional manner