POSITION: Marketing & Outreach Guru

Timeframe: September through dates of conference

DESCRIPTION:
Work with lead conference coordinators on marketing the largest, student-run sustainability conference of its kind in North America. Maintaining social media outlets for the conference (Facebook, Twitter, LinkedIn, etc.), as well as reaching out to the community to bring recognition to the conference and get them involved. You are encouraged to use your creativity and suggest new marketing ideas. Please note that this position requires some graphics design experience in creation of ads and poster ideas, and time in advance of the conference.

TASKS:
- Social Media Platforms
  - The Institute has several social media outlets. You will work closely with the lead conference coordinator to access and send updates weekly through our social media outlets.
    - Facebook: promote the event, weekly posts with relevant and up to date conference information. Work to increase Facebook following.
    - Twitter/LinkedIn: Post conference updates, add new followers as planning progresses.
    - Other Platforms: Develop ways to utilize other social media platforms
      - OrgSync – campus student group posting board
- Create Advertising Materials
  - Work with lead coordinators to create additional advertising outlets, create ads for local newspapers, reader boards, posters for distribution, etc.
  - Develop ideas for flyers for different conference events such as book signings, sponsor hosted events, sponsor acknowledgements, keynote speaker announcements, etc.
- Poster Distribution:
  - Distribute posters throughout downtown Chico, the CSU campus, and the greater Chico community
  - Talk to business owners and remind them of how great and important the conference is – coordinate doing this with the in-kind donations guru as a team.
- Community Outreach
  - Connect with other campus representatives to spread the word about the conference and get other students involved
  - Talk to classes – spend a few minutes before class starts to remind students about the conference
  - Talk to teachers – Let teachers know the importance of the conference and find out if they can offer extra credit towards students for attending or volunteering.
  - Name Drop – Drop the conference name like it’s your job. Talk about it to whomever, whenever you can. Word of mouth marketing is the best!