

## **Marketing and Public Relations Department**

### **Department Overview:**

The Marketing and Public Relations (MPR) team handles all outreach not covered by Grassroots, i.e., any sort of public contact in regards to posters, flyers, videos, viral marketing, news articles, interviews, etc.

They handle the overall image of 10K. Our MPR team designs and produces new marketing pieces and handles all creative marketing like our megaphone drive-by or blue man suit run. They are responsible for ensuring that 10K is on the forefront of marketing among all student groups at the University of Iowa and that our group maintains its edgy reputation.

Furthermore, they handle all media relations including news releases, interviews, press packets, etc. If we're in the paper, this department has seen it first.

### **Staff Positions**

#### **Executive Director of Marketing and Public Relations**

The EDMPR oversees the entire MPR department. He/she is responsible for 10K's overall image in the community and, yes, around the nation. This person is constantly looking for new ways to make 10K a big name. The EDMPR's specific duties include but are not limited to:

- Meetings
  - Conduct weekly MPR Staff meetings
  - Attend weekly Board of Directors meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Oversee all marketing material creation
  - Ensure designs are properly professional and in accordance with 10K's high design standards
  - Ensure that proper fonts and 10K colors are used
- Meet 10K deadlines
  - Be sure products are ready when needed
    - Concert t-shirt, concert program, fall tabling pamphlets, artist announcement flyers, etc.
- Plan and execute large picture marketing campaigns
  - Artist announcement
  - Coordinate with Grassroots for Fall and Spring vWeeks

- Provide a process through which other departments can request materials
  - Updating business solicitation materials
  - Adhering to artist stipulations with concert marketing
- Oversee media relations
  - Be sure that news releases are appropriate and well-written
  - Handle policies regarding media contact with staff
- Answer EDMPR e-mail account

### **Creative Marketing Chair**

The Creative Marketing Chair handles our “non-traditional marketing. We always seek to be a little different. This person needs to be different. These duties include:

- Meetings
  - Attend weekly MPR Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Create new marketing pieces or ideas
  - Coffee sleeves, wristbands, etc.
- Plan viral marketing events
  - Blue Man run, forking the Pentacrest, etc.
- Any other tasks as assigned by the EDMPR

### **Media Relations Chair**

The Media Relations Chair should be aware of and involved in all aspects of media contact. Specific duties include:

- Meetings
  - Attend weekly MPR Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Create press materials
  - Press packets, press passes, press “zones” at the concert
- Oversee press communication
  - Limit staff contact to specified staff members
- Create and distribute press releases
- Any other tasks as assigned by the EDMPR

### **Designers**

Designers do exactly that. They create the masterpieces that set 10K so far apart from other student orgs. Our organization is well-known for well-designed, professional artwork. From our concert decorations to our flyers, 10K’s design staff is one of the best.

Duties include:

- Meetings
  - Attend weekly MPR Staff meetings

- Attend bi-weekly All-Staff meetings
- Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Design materials in accordance with 10K standards to the best of their ability
- Meet deadlines
- Any other tasks as assigned by the EDMPR

### **Photographers**

The Photographers on 10K staff preserve moments of history for generations of volunteers to come. Specific tasks include:

- Meetings
  - Attend weekly MPR Staff meetings
  - Attend bi-weekly All-Staff meetings
  - Attend or assist with all major 10K events including but not limited to volunteer fairs, major recruitment pushes, and the concert itself
- Photograph
  - vMeets, vFairs, retreats, meetings, and any other 10K events
- Any other tasks as assigned by the EDMPR