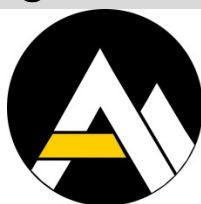


The Appalachian Marketing Director job description, 2016-17



The role

The Marketing Director manages a promotions team to regularly outreach to the campus community and work recruitment and other events. The director is responsible for The Appalachian's social media platforms, and coordinates all recruitment and marketing efforts for the publication. The director is appointed by the Editor-in-Chief and the business manager in consultation with the Assistant Director for Student Media. The director is responsible to the Editor-in-Chief and the business manager.

Application instructions

Your complete application will include your completed application online, your current resume, and at least two samples of relevant work. Incomplete applications or applications received after the deadline will not be accepted. Application materials must be submitted via email to Carl Blankenship, incoming editor-in-chief, at blankenshipcr@appstate.edu. For more information, contact Allison Bennett Dyche, Assistant Director for Student Media, at dycheab@appstate.edu or 828-262-6252.

Responsibilities of the Desk

1. **Manage** The Appalachian's social media accounts to continually engage current and potential readers and viewers.
2. **Create and coordinate** The Appalachian's presence at events, including Homecoming, Club Expo and other campus-wide events.
3. **Hand out** copies of the printed newspaper in the student union and on campus every Tuesday and Thursday during the academic year.
4. **Create** content for special issues (i.e. homecoming, Best of Boone, etc.).

Managerial Duties

1. **Recruit**, train and manage a promotions team to handle marketing and social media efforts.
2. **Assign** special content and issues, making sure that assignments are understood, emphasizing any particular angles, information, or any other special treatment that is needed.
3. **Maintain and enforce** deadlines for special issues and events.
4. **Train** editorial board and full staff on social media policies, and how to maintain our brand and voice.
5. **Coordinate** editorial board and full staff to work recruitment and other events.
6. **Plan and help coordinate** special events throughout the year.
7. **Report** on site analytics and social media engagement to editorial board, in conjunction with web manager, and roll out initiatives to improve engagement.
8. **Attend** twice weekly editorial board meetings.
9. **Lead** twice weekly desk meetings.
10. **Meet** with the business manager and/or editor-in-chief to discuss social media and marketing strategies, and any other issues related to marketing or outreach.