

Wartburg's Own Sales & Marketing Coordinator Job Description

Wartburg's Own, operated out of the Wartburg Store, provides a guided venue for campus organizations and departments to source apparel and gifts within Wartburg College's guidelines.

The program is to provide best value options that fit the internal customer's objective. Examples; Student organizations may desire a low cost t-shirt for fundraising or event purposes; a department office may request high-end office team apparel or giveaways for visitors.

Two sales & marketing coordinator positions will be offered for the 2017-18 academic year.

The team will work under the guidance of the Wartburg Store Manager and the Director of Community Engagement.

Role of the Wartburg's Own Student Sales Position:

- Create lists of potential clients
- Set sales goals
- Achieve set goals by setting sales meetings with organizations and departments
- Maintain sales spreadsheets
- Provide input in discussions of policy and overall operation of the program
- Provide motivation and promote sales and positive profile of the program
- Attend weekly team meetings and facilitate regular communication with the Xpressions Team
- Tag, sort, box and deliver apparel sold
- Organizational and order fulfillment skills are critical
- Coordinate marketing efforts as listed below

Marketing Specific Duties/Responsibilities:

- Background in graphic design and/or sales and marketing
- Responsible for creation and design of marketing material including, but not limited to,
 - Advertisements for student organizations and individual campus departments
 - Approve and hang above advertisements around campus
- Communicate updates as necessary with media outlets on campus (i.e. The Juice, Student Org Newsletter, KWAR, etc.)
- Create and Maintain Social Media Accounts
 - Post on Facebook and Twitter
 - Update cover photos, profile pictures, etc.
 - Hashtag # as posts on social media are retweeted, liked, etc.)

Approximate Hours: 4/6 hrs. week **Dates:** Fall 2017-May 2018 **Pay:** \$7.25/hour