Madison Area Technical College
Education Programming Board

Position: Publicity and Promotions Chair

Stipend: $250/semester
(to be paid in $125 increments after satisfactory advisor reviews at mid and end of semester)

Position Description:
This position is responsible for developing awareness of Educational Programming Board events through a variety of advertising and promotions including posters, mailings, flyers, banners, outreach campaigns, and other strategies. The Publicity and Promotions Chair will work with the other Educational Programming Board Chairs, the Board Advisor, Student Life Marketing staff, the Clarion Newspaper, and MATC Graphic Design department to ensure quality promotional materials that reflect the nature of the event. The person for this position should have and interest and skills in graphic design and communications, and be able work under deadline pressure.

Position duties:
1. Coordinate all aspects of planning and implementation of publicity and promotion of Educational Programming Board events including:
   • Collaboration with Student Life Graphic Design staff to create attractive, appropriate ads, flyers, brochures or other forms of publicity for Educational Programming Board events well ahead of publication deadlines in consultation with programming chairs
   • Collaboration with Student Life web design staff to maintain current and accurate on-line information on Educational Programming Board events
   • Timely posting of event promotions material on-campus and removal within 24 hours of event
   • Creating/updating Educational Programming Board recruitment materials and information
   • Maintaining a current promotion-planning file for each event.
   • Maintaining “a future promotions file” containing ideas for possible future promotions
2. Coordinate committee meetings including
   • Appoint a member to keep accurate meeting notes and distribute timely minutes via e-mail to all committee members
   • Set specific and realistic goals for committee
3. Attend and participate in educational events on campus and in the community
4. Participate in college meetings and discussions on educational programs or publicity/marketing as needed and appropriate

Requirements for the above position include:
1. Be a MATC student in good standing (2.0 + GPA) with enrollment of at least three credits/semester
2. Maintain a minimum of 5 hours per week in the Student Life Office working on Educational Programs publicity
3. Be supportive of Educational Program events through attendance and recruitment
4. Maintain and promote a positive professional image
5. Ensure comprehensive and equitable programming is available to all students
6. Other duties as assigned by Advisor
**Expected learned skills:**

This position will allow the Publicity and Promotions Chair to develop and enhance skills in the following MATC Core Ability areas:

1. Communication Skills
2. Critical Thinking Skills
3. Ethics
4. Global Awareness
5. Social Interaction

Additional skills that will be enhanced by this position include:

1. Professional responsibility
2. Time management
3. Computer literacy and familiarity with graphic/web design, word processing, spreadsheet, and database software systems
4. Public Speaking
5. Running effective meetings
6. Delegation of responsibility
7. Event planning

**To apply:** Write a one-page letter of application describing the positive ways in which your active participation will contribute to the Educational Programming Board. Include your name, student ID #, email address, phone number, and the title of the position for which you are applying. Send to:

Geoff Bradshaw  
International/Multicultural Programs Coordinator  
Madison Area Technical College  
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