

Marketing Coordinator

Section 2: The Executive Board shall be responsible for the following:

- a. Assist the General Members
- b. Combine coordinator positions if eligible candidates are not located.
- c. Determine excused absences of the General Council with approval of the advisor. Examples of excused absences are illness, death of family member, and some university events.
- d. Sit a minimum of two office hours per officer.
- e. Promote SAC as a whole to the campus community to ensure the organizations presence as a premier organization.
- f. Each officer must check in weekly for meetings.
- g. Each officer must attend the majority of SAC events, even if not for the entire performance.
- h. Each officer is to be responsible for the supervision of the general members as assigned by the Chair.

Section 13: The duties and privileges of all E-Board Coordinators:

- a. Sit at least two (2) office hours per week and notify the Vice-Chair of Finance & Co-Sponsorship of their office hours and if they have any problems with present office hours.
During these office hours the members shall perform the duties as assigned by the Executive Board which constitute appropriate office hours.
- b. Attend at least one event sponsored by every coordinator, even if not for the entire performance.
- c. Maintain the confidentiality of SAC business.
- d. Attend and participate in all mandatory events – Homecoming, Springfest, Proposal Night and fundraisers.
- e. Responsible for following programming timeline established by the Chair.
- f. Provide the Vice-Chair of Finance & Co-Sponsorship with an evaluation no later than one (1) week after the conclusion of an event, containing the following: Attendance, Synopsis, Expenses, Contact Info, Resources Used Strengths, and Areas for Improvement.
- g. Prepare proposals for review by the University of Illinois Springfield student body, which include events (including name of event and price of event) pertinent to the coordinator's current position, which shall be presented at Proposal Night (held at the end of Fall and Spring semesters).
- h. In matters of non-monetary proposals, disputes, and/or issues the General Council shall vote, in simple majority, to reach a conclusion.

Section 14d: Marketing Coordinator(s)

- i. Promote SAC and its activities to the campus and community.
- ii. Organize and administer campus opinion interest surveys.
- iii. Inform University of Illinois Springfield and target audiences of upcoming activities through press releases, personalized letters, public service announcements, Journal advertisements and local and regional newspapers, etc.
- iv. Responsible for the organizing the design and printing of all printed advertising and promotion (including but not limited to posters, flyers, table tents, and mailbox stuffers) at least 2 weeks prior to event.
- v. Responsible for working with coordinators on primary and secondary promotions for all SAC programs.
- vi. Responsible for any other special promotions.