#### Trent University LogoOPSEU JOB DESCRIPTION

**Job Title:** Promotions Associate, Campus Print

**Job Number:** SO-477 | VIP: 1951

**Band:** OPSEU-5

**Department:** Financial Services

**Supervisor Title:** Manager, Campus Print & Logistic Services

**Last Reviewed:**  October 24, 2023

#### **Job Purpose:**

The Promotions Associate, under the leadership of the Campus Print Manager, will be responsible for supporting and promoting the retail business operations of the department. The position will oversee the Shoe Project including launch and promotion and will assist in expanding the retail division of Campus Print with the goal of expanding merchandising opportunities. The position will provide project development and support, maintain social media accounts and communication platforms, enhance promotional retail business opportunities through various marketing channels and develop promotional planning strategies and enterprises.

Works collaboratively with the Manager and the Campus Print team to ensure highest level expectations are being met, investigates business generating opportunities and contributes to strategic project planning.

#### Key Activities:

##### Project

* Assist with launching, promoting, and supporting the University branded footwear project for the Peterborough and Durham campuses maintaining the initial design concepts (shoe project). Developing the shoe campaign to ensure that customers are aware of the unique branded footwear opportunity.
* Expand on the initial shoe project campaign regarding retail opportunity for the public and direct market planning. Shoe sales will be managed directly through the Campus Print Department.
* Develop product promotion using visual content such as social media and websites to showcase the brand and attract a wider audience.
* Review partnership opportunities and conduct needs assessment with Campus Store specifically for Convocation event and sales opportunities. Consultive role regarding interest, promotion, inventory fulfilment, and distribution for the event.
* Maintains shoe inventory, coordinating orders and product warehousing.
* Manages distribution of product.
* Provide strong customer service and support addressing client queries and order fulfillment.

##### Retail Promotional Division

* Building the promotional business by advocating and expanding services focusing on revenue opportunity.
* In conjunction with the shoe project, launch an awareness campaign regarding the promotional retail division of Campus Print to effectively engage customers and marketing efforts.
* Identify promotional prospects.
* Contact person for clients to source various types of swag for Trent and working with clients from concept to completion of order.
* Responsible for ordering, receiving and distribution of orders that have been outsourced.
* Market and produce the unique promotion products currently offered (drinkware, coasters, t-shirts, blankets, pillows, Glowforge creations and more). Focus on innovative concepts to promote the Trent brand with the goal of heightening sales opportunities.
* Manage and oversee websites: both Promotional and Trent departmental sites.
* Review the Trent University Marketplace as an opportunity.
* Plan for special occasions and holidays to promote exceptional and creative items for retail sale.
* Identify trends in customer preferences.

##### Customer Service

* A point of contact for promo product sales and inquiries.
* Provides clients personalized experiences.
* Promotes Campus Print products and services.
* Other duties as required.

#### Education Required:

College Diploma (2-year) in a related field such as Business, Marketing, Communications, Advertising.

#### Experience/Qualifications Required:

* Minimum three (3) years of recent commercial production, promotions and/or retail sales experience.
* Demonstrated experience in promotional and marketing advertising would be an asset.
* Demonstrated skills in, and commitment to, customer service and continuous improvement.
* Creative brainstorming and interaction with Management.
* Proficient in MS Office suite of products.
* Ability to maintain social media accounts and digital communications platforms.
* Self-motivated, able to work independently and as a team.
* Attention to detail.
* Effective verbal and written communication skills including editing and proofreading skills.
* Keep accurate and detailed records.

**Job Evaluation Factors:**

##### Analytical Reasoning

* Well-developed analytical reasoning required to think through problems, assess options, understand and develop processes. Solution oriented.
* Requires ability to think critically with respect to processes and how to improve operations.
* Review analytical data for trending and marketing activities.

##### Decision Making

* Using initiative in planning and organizing work regarding department goals and objectives.
* Recommending new opportunities or changes to existing processes to positively impact customer service and business growth/revenue opportunities.
* Engages with the end user to clearly understand their requirements to ensure the right result for their retail needs.
* Responsible for ordering product ensuring accuracy.
* Provides judgement based on identified needs.

##### Impact

* Any errors in judgement regarding retail will result in a direct negative impact on customer service and lost revenue. Poor management and decision making will have a negative impact for the image of the Department.
* Accuracy needed regarding inventory management to ensure appropriate stock levels for customer order fulfilment.

##### Responsibility for the Work of Others

* No formal supervision of others is required.

**Communication**

* Interaction and listening with clients with a customer service mentality.
* Working with external suppliers for retail product inquiries and orders.
* Event and product coordination and planning.

##### Motor/Sensory Skills

* Fine Motor Skills – ability to think visually and have spatial perception and organizational skills to coordinate stockpiles of inventory.
* Coordination - Unpacking bulk shipments and preparing inventory for shipment.
* Hearing - Constant high noise level in a print shop environment and working in a shared space.
* Seeing – Product quality.

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##### Effort

*Mental:*

* Sustained concentration and focus to comprehend client need and requirements associated to assignments.
* Ability to read and interpret digital marketing tools and media content and set up.
* Processing information.

*Physical:*

* Bending - Unloading and loading of warehoused inventory.
* Strength – Ability to lift up to 15 lbs: pushing, pulling, lifting and moving objects.
* Sitting - Operating computer.

##### Working Conditions

*Physical:*

* Sitting and staring for long periods of time at the computer.
* Keyboarding for extended periods.
* Constant interruptions working in a busy print shop environment and interactions with team.

*Psychological:*

* Co-ordinating, planning and organizing.
* Changing priorities.
* Time management skills to prioritize tasks and complete them in a timely manner.