

## **Marketing and Communications Staff Procedures**

**Purpose:** To outline procedures for employees

**Scope:** Marketing Staff

- I. Training:
  - a. Recreational Sports employee training will take place prior to beginning employment to familiarize all employees with important policies and procedures. All staff trainings are mandatory unless excused by a professional staff member.
  - b. The following must be completed before first official shift:
    - i. Onboarding training with Marketing and Communications Manager and/or Graduate Assistant
    - ii. Review of specific marketing training guidelines for respected area position
    - iii. Shadow shifts
- II. Scheduling:
  - a. Student staff must send their semester schedule to the Marketing and Communications Manager by the deadline they were given. Proposed schedule should be 10 hours per week within the hours of 8am-6pm Monday through Friday. The schedule will be posted in the marketing office so the entire team knows when to expect team members to be in the office.
  - b. Weekly hours are expected to be 10 hours; however this may vary some weeks due to special events (Ramsey Palooza, Champ Nights, BeWellUGA Fests, etc.)
- III. Marketing Systems:
  - a. Basecamp (Project Management)
  - b. Marketing Server (All files and main database)
  - c. SmugMug (Photo and video main storage)
  - d. Buffer and Meta Business Suite (Social Media post scheduling)