



VP of Marketing Application

For the Spring 2022 Semester

Candidate Name:

PLEASE RETURN TO THE CENTER FOR STUDENT INVOLVMENT AND LEADERSHIP (CSIL) OFFICE, STUDENT UNION 330 or via email at sgapres@mtsu.edu

Deadline: Wednesday, November 17th @ 4:00 p.m.

Duties:

Policies and Procedures for Vice President of Marketing.

A. The Vice President of Marketing shall be in charge of public relations for the SGA and will direct the marketing of Student Government programs.

B. Duties and Responsibilities of the Vice President of Marketing.

1. Help keep all students informed of important issues concerning them.
2. Work closely with the Office of Student Organizations and Services to serve as the liaison between student organizations, the Senate, and President of the SGA.
3. Responsible for assisting the President with coordinating and organizing all SGA Ad Hoc committees, and University Standing committee assignments.
4. Oversee regular updates of the SGA website to keep students informed and interested in SGA.
5. Publicize all events sponsored by SGA. Coordinate advertising for events with officers, senators or committee chairs.
6. Create marketing materials for the SGA. Sponsored marketing activities may be included, as well, such as, but not exclusive to, Meet and Greets and promotional weeks.
7. Perform other duties assigned to him/her by the President of the SGA.
8. Work closely with the Executive Vice President and President to provide a strong voice for all students.
9. Must appoint a Legislative Liaison from within the Senate to serve on the Public Relations Committee to advocate Senate progress to the student body.

Qualifications:

A candidate Vice President of Marketing must:

1. Be a full or part-time student;
2. Have accumulated a minimum of forty-five (45) credit hours from any accredited institution, or be a graduate student at the time of the candidacy;
3. Have been enrolled at least two (2) consecutive spring and fall semesters as a full or part-time student at the University, and;
4. Have at least a 2.75 undergraduate or 3.0 graduate cumulative grade point average at the time of the candidacy and maintain such average throughout the term of office.
5. Has served as a Senate member or Executive Member appointed by the SGA President for at least eight (8) weeks (as defined by the university calendar) for the positions of Vice President of Marketing and Vice President of Campus Relations and is in good standing with the MTSU SGA.

Compensation:

- 40 percent of standard in-state tuition and fees up to 15 hours semester (Required to work 8 office hours per week)
- Book Scholarship

GENERAL INFORMATION:

Name: _____

M Number: _____ Student Email: _____

Local Address: _____

Semesters Remaining at MTSU: _____

Major(s):

Minor(s):

WORK/INTERNSHIP EXPERIENCE (MOST RELEVANT):

Position Title: _____ Employment Dates: _____

Employer: _____ Phone: _____

Direct Supervisor: _____

Primary Job Duties/Skills Learned: _____

Position Title: _____ Employment Dates: _____

Employer: _____ Phone: _____

Direct Supervisor: _____

Primary Job Duties/Skills Learned: _____

REFERENCES:

(Campus or Murfreesboro area references preferred)

Name:

Address:

Phone: _____ Relationship: _____

Title:

Name:

Address:

Phone: _____ Relationship: _____

Title:

ADDITIONAL QUESTIONS:

I give my permission for my references and previous employers to be contacted:

YES

NO

I give my permission for my academic standing and GPA to be checked:

YES

NO

IN ORDER TO COMPLETE YOUR APPLICATION, SUBMIT THE FOLLOWING:

- ❖ This form, completed in its entirety
- ❖ Typewritten responses to the questions on the following page

PLEASE ANSWER THE FOLLOWING QUESTIONS THOROUGHLY AND COMPLETELY.

1. Why are you interested in this position? What drew you to it?

2. What skills, traits, or experiences do you have which qualify you to serve as VP of Marketing? Do you have experience with Adobe and Canva products?

3. If you were hired as VP of Marketing, what would your priorities be?

4. Describe your involvement on campus, past and present.

5. How does this position contribute to your professional goals or your future in general?

6. Are there any other significant experiences you wish to share?

I certify that all information on this application is accurate and complete to the best of my knowledge. I understand that any misrepresentation or omission of facts could render my application void or be sufficient grounds for my termination.

Signature: _____ Date: _____

Email Winton Cooper, sgapres@mtsu.edu with any additional comments, questions, or concerns.