



STAC Marketing Chair

Job Description

2025-26

Position Overview: The STAC Marketing Chair is responsible for developing visible marketing and PR materials for Student Activities. The Marketing Chair works with all programming groups to develop marketing strategies including visible advertising, posters, social media, and print materials.

Time Commitment: Nine-month position corresponding to the academic year. Average of 6-8 hours per week during the academic year. Expected to be fully available during August and January training dates.

Compensation: Compensation for this role is a stipend of \$1,700 paid via regular payments over two semesters. *If a returning STAC leader, the stipend will be increased to \$1,800.*

Position Stipulation: The Marketing Chair may not hold another Student Life student leadership position that participates in fall training (RA, Thrive, Multicultural Leadership, Campus Ministries).

Purpose of Student Activities: Student Activities (STAC) exists at Trinity to create an atmosphere of activity and opportunity on campus, invite students to actively engage with the campus community, and develop student leaders who are equipped to serve that campus community.

STAC Leadership Team Responsibilities:

- Provide programming that makes participants feel known and provides space to connect
- Promote an engaging campus environment
- Plan and deliver late night programming in support of the Thrive Welcome Weekend
- Commit to offering consistent weekend programs, with the goal of having something every weekend of the semester
- Prepare programming schedule at the beginning of each semester that reflects a variety of events for the student body
- Participate in training as indicated by the supervisor
- Prepare a programming calendar to be presented to the SGA at the beginning of each semester to invite recommendation and feedback on that calendar
- Evaluate and maintain relevant campus traditions: Block Party, Outdoor Dance, Trollstock, Formal, Black Light Dance, Stress Free Fest, and off-campus excursions
- Distribute programming budget to support programming calendar

Internship Expectations:

- Engaged posture commitment: Students must have desire to serve the Trinity student body based on the Biblical requirements of justice, humility, and love
- Demonstrated interpersonal, leadership, and administrative skills

- Minimum GPA of 2.5 for most recent semester and maximum enrollment of 18 credits per semester during time of service
- Appreciation for Diversity: Student must demonstrate an understanding of how to work in a diverse environment and express a commitment to planning for a diverse student population
- Attend all staff training sessions
- Help plan and implement Thrive Orientation activities
- Collaborate with leadership team and support office activities
- Recruit student volunteers to assist in planning and implementation of activities
- Fulfill weekly office time and meetings as planned
- Actively engage in the campus community

Position Specific Expectations:

Marketing:

- Serve as marketing director for STAC – giving vision to marketing strategies and how to implement effective marketing campaigns for events that promote event awareness and help students feel invited to participate
- Develop and print marketing materials for all STAC events
- Work with leadership to reimagine campus placement of print advertising materials
- Develop branding for specific Trinity events (ex: Move-In Day shirts, Trollstock, Spring Formal, and Black Light Dance)
- Reevaluate Social media presence (Instagram). Share relevant media from other student-focused official Trinity pages (ex: ResLife, Thrive, and Multicultural Engagement)
- Manage a separate STAC Marketing budget of approximately \$1000

Leadership Team:

- Meet weekly with the Assistant Dean of Student Engagement
- Weekly attendance at STAC Committee and STAC Chair Meetings
- Through attendance, support STAC and other campus-wide events, including Residence Hall programming

STAC Committee:

- Meet weekly with full committee or specific committee for vision casting and planning
- Recruit students who complement your skill set – and delegate projects when appropriate
- Help with vision and execution of event decoration (ex: Trollstock and Black Light Dance)
- Plan development opportunities and gatherings for individual committee
- Help Activities Chair set meeting agenda for large committee meetings