

Club Sport Marketing Team

2016-17

Club Sport Marketing Team Purpose: The purpose of the marketing team is to increase general awareness, promote events, and highlight accomplishments that embody the core values and philosophy. The “M” club logo, “Redefining the Student Athlete” slogan and terminology below are the primary brand images.

Mission Statement: The club sports marketing team aims to promote club sports at Miami University through marketing plans, events that benefit specific clubs and that of the greater body, the media guide, and awareness of the variety of club sports offered.

Core Values: The core values of the club sport program are campus visibility, community involvement, professional standards, transformative leadership, and valued results. 1. Campus Visibility: this includes home events, internal special events. 2. Community Involvement: this includes team building, fellowship (social), sport promotion, service, alumni development. 3. Professional Standards: balanced commitment to school and sport, sportsmanship, fiscal responsibility, safety, and code of conduct. 4. Transformative Leadership: exhibited by officers, coaches, and leadership development through programs and experiential learning and mentoring. 5. Valued Results: these vary from team to team but include things like national recognition, skill development, and participation.

Philosophy: “With 50 dedicated teams, Miami Club Sports boasts one of the largest programs in the country. While some club sports have coaches, most are completely student-driven with advisement from coaches, advisors, and the Director of Club Sports. We offer a unique combination of community and commitment while we compete for national titles and develop real-world leadership skills. Clubs are self-managed through a team of student officers with positions ranging from president to safety officer. Miami Club Sports strive to redefine the student athlete by balancing academics, leadership, community, and athletic achievement.”

Target Audiences: 1. Current club sport athletes, advisors, coaches, and parents 2. Current Miami students, faculty, & staff 3. Inquiring or accepted high school students & parents 4. External entities: media outlets, vendors, opponents, other club programs, alumni

Positions & Responsibilities: Overall responsibilities: Assistance and attendance with Club Sport Events such as the Club Sport Fair, team consulting, fundraisers, as well as help with distributing marketing materials.

Positions

Graphic Designer: This position will be in charge of the visual representation of the Club Sport program, and will create marketing materials that adhere to the Club Sport style guide. Update Media Guide as needed. Will design posters, table tents, flyers, and social media banners for Club Sport events and individual team purposes. Must have knowledge of InDesign and Photoshop.

Event Planner/Social Media Manager: In charge of Club Sport internal events, such as the Club Sport Fair, Club Sport fundraisers, and Make it Miami days. Updates social media and print media outlets (Facebook page, Twitter, Constant Contact, Blog, HootSuite) to promote Club Sport events and post highlights from Club Sport team competitions. Will work with Photographer to create photo slideshow for the end-of-year banquet. Will create social media contests in order to increase Club Sport awareness on campus and promote involvement across teams.

