



Campus Promotions (CP) General Manager

Purpose: The two Campus Promotions (CP) General Managers develop and execute strategies that enable CP to become the preferred source of promotional services for local and national companies that market to Cornell students and the Ithaca community. To do so, the General Managers are responsible for setting and carrying out the business' strategic objectives for its several branches. Management of these branches include: the sales, production, and distribution of the Ithaca Map and Gorge paper publications, organizing and executing successful postering runs, digital media management, and strategizing with various consulting clients to develop and perform marketing initiatives.

Along with managing all aspects of CP, both managers are expected to meet weekly with the Student Agencies President and CEO to update them on financial issues, organizational challenges, and project progress. They also develop a financial budget and strategic business plan to guide them during the year and aid in the recruitment and training of the successive CP General Managers at the end of their term.

Hourly Requirement: This position requires the General Manager to work part-time (15-20 hours per week) during the academic year and full-time during the summer (35-40 hours per week).

Job Description

The following job description paints a more complete picture of the skills that we are looking for. The following section will show the broad tasks that the General Manager is expected to perform. Though the job is comprehensive, many of the skills required to successfully execute these responsibilities are learned and perfected during training.

Main Responsibilities:

- **Consulting**
 - Depending on the client's goals, set up and lead focus groups, conduct research, create and distribute surveys, design and distribute posters or quarter cards, etc. to increase the client's visibility on campus
 - Maintaining a professional, constant relationship with clients is key, as well as leveraging these relationships on-campus to market and organize events
 - Maintain professional, concise, and on-time communication with clients and execute projects to the client's satisfaction
- **Publications (Ithaca Map and Gorge Dining Guide)**
 - Conduct sales pitches to local Ithaca businesses to sell advertising space in both publications via phone calls, email, walk-in visits, and scheduled appointments
 - Create, format, and distribute the final publications to locations around Ithaca
 - Managers have creative and design responsibility for the two publications during their term
 - Establish a relationship with a graphic designer and oversee their work designing, developing, and formatting the new edition of the publications
- **Postering**
 - Print, and if requested, design posters that fit the client's needs
 - Organize postering runs, which consists of hanging large posters around campus at pre-determined locations



- Managers are responsible for hiring and coordinating the labor to conduct poster runs in a timely and cost-effective manner
- **Day-to-Day/General Responsibilities**
 - Remain up to date on emails, voicemails, communications, client meetings, etc.
 - Contribute to the overall benefit of SAI by participating in meetings, office hours, team projects, corporate recruiting/orientation/training and aiding other businesses when necessary
 - Honor all deadlines and action plans
 - Aid in the transition of the successive CP General Managers by keeping organized records and adding to the training manual
 - Foster long-term business growth and development

Necessary Skills:

- **Sales Experience/Interest:** One of the main tasks of the General Managers is selling advertising space, and as such, the GMs must be confident and comfortable cold-calling and selling to local businesses.
- **Communication Skills:** Since each branch requires some sort of interaction between the GMs and an outside business/client, it is imperative that each GM can gauge interest, initiate and hold a conversation, and communicate effectively on an interpersonal level.
- **Teamwork:** Much of the success of the CP management team is based on their ability to understand each individuals' strengths and weaknesses, establish an effective channel and level of communication, and complement each other while completing various tasks.
- **Organization/Time Management:** It is imperative that CP managers are able to effectively delegate, manage, and balance various appointments, many client relationships, multiple product lines, and a full Cornell undergraduate schedule.
- **Creativity:** CP is in a constant state of growth and development, so it is imperative that each GM has a sense of innovation and creativity while being resourceful in taking advantage of all networks and opportunities. Similarly, the ability to think on one's feet can help a GM approach their various cliental and identify new opportunities.
- **Self-Management:** While the GMs work closely together, there is a significant amount of individual, self-guided work that requires GMs to check their own progress, create their own projects, and manage themselves. It is key to business functions that both managers can maintain an independent schedule, stick to deadlines without being overseen, and create their own business plans. Someone who is dedicated and internally motivated will succeed in this position.

What We're Looking For:

We are looking for a dedicated, enthusiastic, and passionate student who will prioritize SAI to ensure its success. The purpose of SAI is to teach students how to run their own business, so don't let a lack of experience deter you from applying. In many cases, we weigh a candidate's motivation for joining SAI, ability to self-start, and resilience over past work experience. If you exhibit any of the personal qualities requisite of a CP General Manager and/or have relevant experience, apply today!