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# **Entertainment ToKnight (ETK)**

## **Job Descriptions**

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All positions, responsibilities and duties edited and updated as of January 25, 2024

# **Entertainment ToKnight Executive:**

## **President**

### **Responsibilities and Duties**

#### **Specific to Role:**

- Serve as overall leadership, communication, motivation, organization and wellness of the ETK Executive team
- Maintain communication and representation on behalf of ETK to the wider Wartburg audience
- Organize and train all ETK Executive team members
- Serve as a resource for all Executives & the campus community
- Lead all Executive team meetings
- Create an agenda for all Executive meetings
- Work with the Vice President to create a weekly task list for all Executives
- Oversee ETK budget alongside Adviser & Vice President
- Meet with Adviser & Vice President weekly or as needed
- Be in communication with all ETK Executives as needed
- Initiate all Executive team application processes (\*Do not help with President or Vice President application process if re-applying)
  - Create/edit application
  - Conduct interviews with applicants
  - Help make final decisions about positions
- Oversee & organize all events with the ETK team
- Read all contracts & ensure accuracy

#### **Expectations for both President & Vice President:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 5 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed

# **Entertainment ToKnight Executive:**

## **Social Media Coordinator**

### **Responsibilities and Duties**

#### **Specific to Role:**

- Create social media plan for each event and share with President and Marketing Coordinator
  - Plan must include the following in some way
    - Dates and times to post
    - Captions that will be used on each platform
    - Ideas for graphics that will be developed by Marketing Coordinator
    - Dates and times graphics are needed from Marketing Coordinator
- Work closely with Marketing Coordinator to create cohesive visual branding for ETK
- Maintain and execute social media plans on all platforms
  - Including Facebook, Instagram & TikTok
- Be present as ETK on social media
- Act as a sounding board for comments, tags, shares, etc. on all social media
- Report to the full ETK team with student feedback received on social media
- Submit information to be published in The Juice
- Submit event information for Wartburg calendar
- Take photos at all ETK events
- Send all captions to Advisor and/or President to proofread before posting or sending anywhere

#### **Expectations for all Executives:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 3 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed

# **Entertainment ToKnight Executive: Co-Sponsorships & Promotions Coordinator**

## **Responsibilities and Duties**

### **Specific to Role:**

- Expert of all other organizations on campus
  - Create and maintain relationships with other organizations on campus
  - Develop a line of open communication among other organizations
  - Provide ideas for possible co-sponsorships for each event on the ETK calendar
- If the Office Coordinator is absent, record minutes for all ETK meetings
- Present co-sponsorship proposals to executive team for consideration
- Assist and meet with organizations planning co-sponsorships
- Keep ETK executive team updated on status of co-sponsorships
- Serve as liaison between ETK team and the co-sponsor group
- Collaborate with Marketing Coordinator to initiate graphics for social media use specific to the co-sponsored event
- Update ETK board outside of Mensa
- Oversee & organize the creation of tabling board and ETK window

### **Expectations for all Executives:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 3 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed

# **Entertainment ToKnight Executive: Marketing Coordinator**

## **Responsibilities and Duties**

### **Specific to Role:**

- Design original posters, table tents, graphics and other promotional materials for all ETK events and the organization as a whole
- Print all promotional materials through Wartburg Print Center
- Work closely with Social Media Coordinator to create cohesive visual branding for ETK
- Collaborate with Co-sponsorships and Promotions Coordinator to create cohesive branding on co-sponsored events
- Read all contracts for image restrictions
- Design thank you cards to send to performers and others offering assistance
- In preparation for Large Event, collaborate with Wartburg Marketing & Communication office, ETK Adviser and contracted agency representatives
- Take lead in designing ETK clothing for Executives
  - Collaborate with Office Coordinator to order items
- Initiates the design of ETK promotional items
  - Collaborate with Office Coordinator to order items
- Send all designs to Advisor and President to proofread and approve before printing or posting

### **Expectations for all Executives:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 3 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed

# **Entertainment ToKnight Executive: Logistics Coordinator**

## **Responsibilities and Duties**

### **Specific to Role:**

- Coordinate technical requests
- Request campus space for events
- Make reservations for tabling, table tent displays and banner space
- Expert of spaces on campus and the capacities
  - Provide feedback to entire executive team on possible locations for events
- Work with business office to obtain payments for contracted events
- Submit spreadsheets to business office
- Verify all reservations at least two weeks in advance
- Communicate logistics to Executive team for all events at least two weeks in advance (tech, food, space needs)
  - Collaborate with Hospitality Coordinator for contracted events
- Reserve campus vehicles as needed via online forms
- Act as ETK's Campus Security liaison
- Coordinate security for events as necessary
- Track attendance at all ETK events

### **Expectations for all Executives:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 3 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed

# **Entertainment ToKnight Executive: Hospitality & Office Coordinator**

## **Responsibilities and Duties**

### **Specific to Role:**

- Record minutes at all ETK meetings
- Maintain ETK SharePoint organization
- Regularly check the ETK email and forward messages to appropriate person if needed.
- Keep office orderly & stocked with appropriate supplies
- Maintain inventory of all items in the office
  - Continually go through items and only keep relevant/commonly used items in stock
- Organize and purchase specific orders for performers
- Organize and purchase items necessary for all ETK events
- Create spreadsheets to submit to business office for any big prize given away to students using receipts
- Assist in contracted events
  - Organize and purchase specific request for the group/organization
- Write thank you notes and welcome notes
- Purchase ETK clothing for Executives
  - Work alongside Marketing Coordinator, President, and ETK Advisor on designing the items
- Purchase ETK promotional materials
  - Work alongside Marketing Coordinator, President and ETK Advisor on designing the items

### **Expectations for all Executives:**

- Attend all ETK Executive team meetings
- Attend all ETK events; Assist with setup and teardown
- Complete 3 office hours per week
- Assist in tabling to promote events
- Assist in creation of promotional banners
- Serve as contact person for several of ETK's events throughout the academic year
- Keep ETK electronic files updated and ready for incoming executive teams
- Assist in putting out promotional items (posters, etc.)
- Help purchase items needed for events
- Be in communication with all other executive team members and ETK adviser
- Assist with other duties and responsibilities as needed