Growth Marketing: Building a Stable Smarta Organization

Campus Rep (2 per campus)

Account Manager (1 per University)

Regional Manager (15-20 University portfolio)

Operations Manager (Nick?)

Me

* Lead Campus Rep
  + What is the scope of the Lead Campus Rep’s job?
    - Manage and participate in the Campus Rep Program at one college or university
    - Ensure marketing campaigns are conducted
    - Get feedback from students to improve marketing performance
  + What are the daily activities of the Lead Campus Rep?
    - Check in with other Campus Reps
    - Complete tasks with other Reps including social media posts, tabling events and more
    - Work with University personnel to ensure Smarta campaigns all abide by the school’s rules of conduct
  + What should they be reporting to Account Manager?
    - Weekly Reports on
      * This week’s campaign and event schedule
      * Materials needed for next week’s events and campaigns
      * Problems faced last week and how they were solved or not able to be solved
  + What do they need to be set up for success?
    - Enough materials and giveaway prizes for each week
    - Campaign tools like tables, large banner signs,
    - Guide on being a good campus mentor and what it entails
    - Smarta Swag for motivation
* Account Manager
* Regional Manager
  + What is the scope of the Regional Manager’s job?
    - Oversee Campus Managers at 15-20 colleges or universities in a similar region
    - Provide Campus Managers tools for marketing campaigns and events
    - Communicate problems and feedback from campuses to upper management
    - Create new marketing campaigns and events
  + What are the daily activities of the Regional Manager