

UC Warhawk Alley Events Coordinator

Department: James R. Connor University Center

Reports To: University Center Warhawk Alley Graduate Assistant

Hours per week: Approximately 4-10 M-F, nights and weekends depending on events

Starting Wage: \$9.25

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

The Warhawk Alley Events Coordinator will be the primary resource for all Warhawk Alley sponsored events and the promotions of such events, excluding trivia and leagues. Events include but are not limited to: tournaments, bingo, video game events, tabling/facilitating activities for campus summer events (if available) or other campus-wide events. Promotions include: online using Facebook group and/or Snapchat, Warhawk Alley list-serv, chalking campus sidewalks, and promotion during events in Warhawk Alley and other campus events. This person will create, promote, write rules and collect prizes for all Warhawk Alley events. The Warhawk Alley Events Coordinator reports directly to the Warhawk Alley Graduate Assistant and Warhawk Alley Coordinator.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

Intellectual and Practical Skills

- Creates an appropriate structure for each event that will cover the cost of any prizes and generate interest and revenue for Warhawk Alley
- Creates a participant goal to cover cost of prizes and payroll expense
- Creates a prize list for each event prior to the semester start for each line-up
- Keeps event binder updated with rules and prizes throughout semester
- Researches and/or creates rules for each event, brackets/format, and sign-up lists
- Assists in coordinating appropriate staffing for events
- Coordinates any decorations or supplies needed for events
- Completes other tasks as assigned by the Warhawk Alley Coordinator
- Demonstrates good time management by arriving on time to work

Personal and Social Responsibility

- Develops semester line-up of all Warhawk Alley Events for each semester
- Takes pictures of events and winners to send to UC Graphics and Marketing to be posted on social media and the Warhawk Alley Facebook Group
- Works with the Promotions Coordinator and Graduate Assistant on publicity for each event and the semester event lineup poster and additional media including ¼ sheets, Facebook cover photos and digital signage.
- Works with UC Graphics and Marketing photographer at events, and the Warhawk Alley Marketing Intern for other promotional initiatives
- Makes regular updates through email list-serv, Facebook group and ConnectUWW

- Supports programs with advertising and marketing strategies for all events Warhawk Alley offers to students
- Attends Student Marketing Committee led by UC Promotions Coordinator (if class allows)
- Encourages Warhawk Alley staff to promote events
- Gives a monthly event update at staff meetings
- Gives staff useful ideas and strategies that will help them promote events
- Hosts event at annual Warhawks at Night event in Spring
- Works with Warhawk Alley Graduate Assistant to coordinate move-in day promotions in Fall
- Lives the UC brand image through the 6 Keys of Exceptional Customer Service
 - *Smile and Greet, Appearance, Competence/Knowledge, Communication, Go the Extra Mile, Say "Thank You" and "You're Welcome"*

Knowledge of Human Cultures and the Physical and Natural World

- Actively recruits participants, promotes programs through weekly emails, concourse tables and interacting with Warhawk Alley customers
- Attends and runs each event
- Evaluates, updates, and implements current office procedures

Minimum Qualifications

- Must be a registered UW-Whitewater student and enrolled at least half time
- Must have at least one semester of employment at Warhawk Alley to be considered for this position
- Must maintain an overall GPA of 2.0

Both Work Study and Regular Pay candidates will be considered

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students to apply. Per Human Resources, this position will be an active participant in following applicable safety rules and regulations including necessary training and drills.

Contact Information

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