Tech Rec Marketing Manager Guide

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December 2018

Table of Contents

Description of Role

The Marketing Manager works to maintain the Tech Rec brand through marketing design images for events, tournaments and overall marketing messages for Tech Rec. This role is vital to ensuring messages are clearly communicated to customers.

This manager will also help market Tech Rec to create awareness, increase traffic, and create new strategies to boost sales. If renovation work is being considered this manager will play a large role in marketing the needs for renovations to SGA and the general student body.

Marketing responsibilities include: Market Tech Rec to the Georgia Tech community; Develop presentations to various Georgia Tech departments, faculty senate, SGA, and student organizations; Changing, when necessary, Brunswick bowling and SCALA digital ads; Create/Designing posters, banners, and publicity for Tech Rec's upcoming events or specials; Create a marketing plan for Tech Rec; Organize Tech Rec focus groups and promotional events.

The Marketing Manager also serves as the Tech Rec liaison in communication with the Student Center Communications team, meeting at least bi-monthly with the professional or student staff in this team.

MUST be proficient (or willing to learn) in the Adobe Suite (Photoshop, Illustrator, InDesign). Samples of work will be required.
Applicants must have a strong work ethic, be self-motivated, adhere to strict deadlines, possess critical thinking and problem solving skills and be able to lead and manage peers. Applicants must also be able to meet weekly with Tech Rec Manager.

Current manager must reapply for the management position each early March. Each April the current manager trains the new manager during an on-boarding process. After a month of training, the manager is in their role from summer through the following spring.

Duties include, but are not limited to: marketing pieces, general signage, trivia, and Bowler of The Month.

This guide is intended to serve as an introduction to the role of Marketing Manager. Please feel free to edit and share your wisdom as you pass the role onto your successor.

Marketing Pieces

The marketing manager's main duty is to create on brand marketing pieces for events and specials within Tech Rec. Helpful tips are listed below.

General Aesthetic: Please familiarize yourself with previous marketing pieces to get a sense of our brand. These should be available to you, but if you do not have access, please ask Teresa and she will provide them to you. Our general aesthetic is retro and colorful, but you have creative freedom in this regard. Some typical designs you can add to your marketing that can help achieve this look include silhouettes, geometric patterns, and muted colors. Know your audience: If it is students, fun colorful graphics may be favorable. If it is possible clients, like for a rental card, you may want to use a more professional design.

Sizing: We generally create each marketing piece in 3 sizes:
- The 22x28 inch piece is for the signage that goes in Tech Rec and around the Student Center.
- The 11x17 sized flyers go underneath the acrylic sheet on the front desk.
- The 11x8.5 size is for the TV's within the space as well as the Student Center and West Village, as well as Melissa Moore's emails.
- Additional sizes include a postcard (4.25x6.25 inches) and a web banner (947x 200 pixels).

Font: Tech Rec's signature font is Lobster. One the office computer, it is listed as Lobster1.4 but online or on other computers, it is listed as Lobster. Lobster should be present on all our pieces, but is it recommended that you use no more than two fonts on a design. Try to make text concise and clear; it is wise to avoid a very word-heavy design. You can see this font below:

Tech Rec's Signature Font is Lobster

A good algorithm for font size includes having the title of the event/notice as the largest text. This works best placed at the top of the page to have a top-to-bottom flow to the design. Headers for other sections should be the second largest fonts. These headers can include the main highlights of an event, such as "free food!" If needed, a smaller text can be added beneath headers to provide extra elaboration.

Layers: Since managers can look back at old files and reuse artwork or pieces for repeating events (i.e: Board Game Night, Reading Day Specials, and more), please make an effort to organize your pieces! Take advantage of layers in Photoshop, label each layer logically, put them in groups, etc. This will make it easier for future managers or Teresa to manipulate your pieces later or reuse aspects of them.

Footer: Each piece should have Tech Rec's location, phone number, website, logo and the Student Center's logo on it. If Tech Rec collaborates with another organization, try to include their logo in the marketing as well. I tend to put this all on the bottom of the marketing piece but you may choose to place it somewhere else. There are different logo options for both Tech Rec and the Student Center, but previous managers tend to use this combination since the images are cleaner and don't overlap or interact poorly with the text. For convenience, I have created a footer in .psd format for each of the regular marketing sizes. You can find these in my (Paula) manager files. You can simply duplicate the Footer group into your marketing pieces.


Colors: Though you are free to use any colors you want, it is preferable to use a Tech Rec or Georgia Tech based color scheme. Make sure your piece is legible from a distance (a dark pink on a red wouldn't be for instance). Avoid creating a piece that uses too much red and black; those colors are reminiscent of UGA and you will be asked to change them by your supervisors if you proceed with such a color palette. Tech Rec's colors are yellow (#fff537), an off-white (#e3eff6), and teal (#2489b0). Georgia Tech's colors are gold (#c59353) and navy blue (#00254c).

Tech Rec Signature Colors:
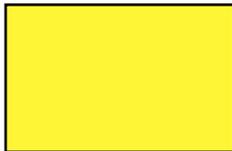
Hex: #fff537	Hex: #e3eff6	Hex: #2489b0
RGB (255, 245, 55)	RGB (227, 239, 246)	RGB (36, 137, 176)

Georgia Tech Signature Colors:

Hex: #b3a369	Hex: #00263a
RGB (179, 163, 105)	RGB (0, 38, 58)

Timeline: The manager should aim to have the pieces done three weeks before the event. This gives Kate Curnow, the Student Center Communications & Marketing Manager, and Teresa Weimann, the Program Advisor in charge of Tech Rec, time to look over the marketing piece. They can make suggestions or ask for changes before approving the piece. Once the piece has been approved, it will be printed at Paper & Clay. This will generally leave two weeks for the piece to be up in our space and distributed around the Student Center (done by the Info Desk).

Resources: Below are some resources that may come in handy.

(https://www.dafont.com/) – Use this site to download any fonts you may desire for advertising.

(https://www.lynda.com/) – This site has excellent tutorials for techniques you can do with Photoshop. Georgia Tech students have free access to it.

(404-894-7173) – Phone number for OIT at Georgia Tech. They can help you with just about any technical issue related to downloading fonts or executing Photoshop.

(kate.curnow@stucen.gatech.edu) – Kate Curnow can give excellent feedback for just about anything, primarily design-wise.

Bowler of the Month

The Marketing Manager is also in charge of the Bowler of the Month program. This includes the maintenance of the excel spreadsheet, binder, and board as well as notifying the winners. You should set up the documentation at the beginning of each semester (update the spreadsheet and binder with the right months, and discard of old entries), but the rest of these duties should be performed at the very beginning of each month.

Excel Spreadsheet: The excel spreadsheet should be located in Microsoft Teams. It should have a tab for each month, one for coupons won, and one for overall winners. When a score is submitted, the desk attendant should fill out the bowler's information in that month's tab. This tab should have the following columns: Name, Score, Form Number, Date, Phone Number, and Email.

	F18 Bowler of the Month.xlsx					Edit

	A	B	C	D	E	F	G
1	**Month**	**Name**	**Score**	**Form Number**	**Date**	**Phone number**	**Email**
2	January	Tyler Knight	262	1	1/7/2019	███████	███████
3	February	Tait Jacobsen	280	5	2/26/2019	███████	███████
4	March	Nathan Settlage	263	1	5-Mar	███████	███████
5	April						
6	May						
7							
8							
9							
10							
11							
12							
13	**Top Score**	**Top Bowler**					
14	280	Tait Jacobsen					

At the beginning of each month, you, the manager, will make sure the binder and the excel spreadsheet have the same entries and information, and then determine the bowler with the highest score. This bowler's entry should be copied over the tab for the semester's overall winners. This will aid in the Bowler of the Semester process later.

Name	Month/Semester Won	Place	Coupons Won	Coupons Used	Coupons Left	Dates Used
Example: George P Burdell	February	1st	5	3	2	2/3/18

Once you have determined the top three bowlers of the month and their respective prizes, update their coupon holdings in the coupon tab. Since some people may win more than once, look and see if your winners are already on the list. If they are, update their holdings, otherwise, create a new entry. If someone on the list has used all their games, remove that entry to keep the list tidy.

BOTM Binder: The binder under the front desk is where physical copies of the entries will be located. The staff member at the desk will print and fill them out with the player's name, score, form number, date, phone number, email, and GTID. Make sure they are doing this correctly, then logging it on the excel sheet. Once a semester you'll have to change the labels out, replace them with the right months, and then throw old entries away.

BOTM Board: At the end of the month, you will update the BOTM board. The board should display the winner's name and their score, as well as that month's runner up. It should also display the name and score of the person currently in the lead for the semester's best score.

Prizes: The monthly program's prizes are as follows: First place will receive 5 free games and a BOTM t-shirt. Second place wins 3 free games, and third place wins one.

Bowler of the Semester: At the end of the semester, you must determine who won the Bowler of the Semester. You should have the top bowlers in the excel spreadsheet under the "Semester" tab. On there is the winning score and the bowler. However, second place and third place are not guaranteed to be on that list! Look through the semester's entries and make a note of the 3 best scores and the bowler. Contact them via email and let them know they won. First place receives a Premium Frequent Player Bowling card for the next semester (if they won in the Spring, they can choose for it to be for either the Summer or Fall) as well as a t-shirt. Second place wins a Monthly Frequent Player card for the following month, and third place gets 7 free games.

Notifying Winners: At the end of the month, you will send an email to each of the 3 winners letting them know they won and what their prize is. Below is the general format of the email we send, but you can write your own if you would like. Just make sure to include their place, prize, and what month they won for. The portions in italics are what you will need to customize each time. Make sure that only first place is offered the shirt and details on how to claim it!

"Dear *Winner*,
Congratulations on winning *#* Place in Tech Rec's Bowler of the Month for *Month*! You have won *5 bowling coupons and a t-shirt*! *Please let me know what size you'd like and I'll set it aside for you to pick up later this week.* You can come in any time we are open, just let the attendant know that you are going to redeem your *free games and pick your shirt up*. They will update the information accordingly. Please keep your Buzz card with you for identification purposes.

I would like to thank you for taking part in *Month*'s Bowler of the Month. Looking forward to getting more score submissions from you!

Sincerely,
Your name here"

Reminding Customers about Unclaimed Coupons: At the beginning of the semester, check the coupon list in the BOTM file and see who from the previous semester has an unclaimed free game. (Note: if the coupon is from the same semester a year before, it has expired.) Send an email reminding these people about their coupons, making sure to include the number of games they have and from what month they won. Below is the general format of such an email.

"Dear *Customer*,

I wanted to reach out and remind you about your *#* unclaimed free bowling games. According to our records, you won these in *Month(s)* through our Bowler of the Month program. These games will expire at the end of this semester. We'd hate for you to not get a chance to enjoy your prize! You can come in any time we are open, just let the attendant know that you are going to redeem your free games. They will update the information accordingly. Please keep your Buzz card with you for identification purposes.

Thanks for participating in our Bowler of the Month program and frequenting Tech Rec!

Sincerely,
Your name here"