



Common Grounds Coffee House Marketing and Events Manager Job Description

The Marketing and Events Manager creates, markets and oversees all programs and activities in Common Grounds as well offering limited catering for events, as requested, in Common Grounds. The Marketing and Events Manager directly impacts campus by coordinating events that reflect the community of EMU.

This is a leadership position, ideal for someone with experience and interest in the arts, event planning, and small business management. The person will gain valuable skills in event planning, catering, working with artists, communication and venue management. The Events Manager should possess excellent people skills, a good understanding of the arts, organization skills, flexibility, initiative, responsibility, be detail oriented and creativity. We are looking for a highly motivated and responsible person. Prior experience in event organizing, the arts, and foods service is a plus.

This is a non-work study position available to current students at EMU. Position reports to Common Grounds Staff Supervisor.

Specific Events Duties:

1. Develop, support, and attend a variety of programs with interest and value to the EMU community, including: music, poetry, storytelling, talent and theme nights, dialogues, panel discussions, speakers, films and visual arts (including regular rotation of curated art displays), including working with VACA department to create opportunities for student art exhibits.
2. Work to create a “common ground” on campus and in the community through collaboration, co-sponsoring and encouraging ideas, and networking with key areas including various Student Life and Academic Departments and with the external community through, for example, artists and musicians.
3. Maintain an accurate calendar of all events by: (a) responding in a timely manner to all incoming program requests, and (b) posting all events on the web calendar in a timely manner
4. Arrange for the necessary technical equipment for events, and be comfortable setting up and operating sound and lights as required
5. Set up the space, including furniture, as requested for each event, and arrange for reset after its conclusion
6. Communicate with other managers to ensure proper staffing, catering and organization for events
7. Promote events to the EMU community, and to the extended community, in various ways including: white boards, social media, sidewalk sign, etc.
8. Provide limited catering services to event clients: (a) creating and maintaining a basic catering menu, (b) submitting cash/receipts to Business Office, and (c) overseeing all aspects of each catered event (set-up, clean-up, follow-up)
 - o Work with the Products Manager to make catering menu purchases
9. Be available to attend all scheduled events or train additional Common Grounds staff to assist
10. After event, bill event clients related to facility and catering services
11. Deliver and bill bulk coffee for EMU departments
12. Maintain comprehensive event records and statistics
13. Provide leadership in care for the physical space and resources “front of house”
14. Create and send to the printer, posters for the Drink of the Month
15. Promote menu item specials in various ways including: white boards, social media, sidewalk sign, etc.
16. Communicate with Staff Supervisor when a campus wide email is needed to promote events/ menu items
17. Initiate conversations with managers around specials and drinks of the month

General Duties:

1. Work 15-18 hours a week during the school year. Additional work before the beginning of each semester and over breaks may be necessary
2. Convene a weekly team meeting with assigned barista group
3. Attend weekly meetings with other Common Grounds Managers
4. Attend a weekly 1 on 1 meeting with the Staff Supervisor
5. Follow, update and maintain a job manual specific to the position

Preferred:

- Adept at using Excel, and Publisher/Photoshop
- Prior experience in event organizing, the arts, and food service is a plus

Last Revised: 8 March 19