

Club Night Promoter Position

Description

Club Night Promoters are organized to promote one or more club nights or special events. Promoters increase visibility by creating "buzz" in the streets through promotion at various events and popular locales in the market that they have been assigned.

Duties

A Promoter's duties are split between street promo and online/word of mouth.

Street Promo

(1) Street Promo is the passing out flyers/VIP cards on campus, after clubs, at special events, and anywhere that you might find yourself. A good promoter never walks out of the house without flyers on them. Flyers are to be passed out on the Promoter's own time. A Promoter writes her or his name on the flyer/VIP cards, patrons bring the flyer/VIP card to the club, and the Promoter gets paid \$2 a head. If a Promoter is needed for a specific date/time, the promoter will be paid \$10/hr. Promoters get their flyers every week at the Club Night. It is the Promoter's responsibility to ask MediaSoul Management for more flyers.

Online/Word of Mouth

(2) Online Promotions is the sending out of emails, notes, and any online activity that will drive people to your own promoter page on MediaSoul's servers (<http://www.mediasoul.com/MediaSoul/sub-promotions/promoters/YOURCOLLEGE.asp>). Word of mouth is verbally telling people and entering in their name yourself on your promoter page. You will receive a custom email at the beginning of every week to send to everyone you know personally or in your college's BSU or Caribbean Association or equivalent. (Note: the list cut off time is 9pm on a Club Night). Your guests will be on the main Guestlist, but will be tracked separately for you. You get paid \$2 a head for everyone that comes in on your list.

Responsibilities

- At the club night, Promoters are to come outside to the door fifteen minutes after midnight to check how their list did and how many people brought in VIP cards so the Promoter can get paid.
- Before a Promoter leaves the Club Night, they are to get flyers.

Additional Benefits

- Gain exclusive and complimentary access to any MediaSoul event for free (look in the online photo album for past events).
- You will receive drink tickets on Club Nights (if of age).
- There will be other paid opportunities in the fall/spring that will go to Promoters first.
- Enhance your resume by working with a well established, successful organization.
- Gain direct, hands-on experience in marketing and promotions, public relations, event planning and management to develop your knowledge base.
- Interact with the top urban tastemakers and trendsetters in New England.
- Take advantage of product giveaways, including tickets to various events.
- Learn the various nuances of the marketing and promotions industry
- Develop valuable long term relationships to jump start your professional network
- Fun!