



# Colab Hiring Process: Marketing flow-chart

Follow this guide to coordinate the campus-wide announcement and marketing of new positions at Colab.  
Check icon or box when step is completed.

marketing or communications coordinator

graphic designer

	SUN	MON	TUES	WED	THUR	FRI	SAT
<b>MARKETING PREP</b> 2 weeks prior		<p><b>- START -</b></p> <p> Initial discussion with Director:</p> <ul style="list-style-type: none"> <li> Identify positions for hire</li> <li></li> </ul>	<ul style="list-style-type: none"> <li> </li> </ul> <p>Identify poster locations and quantities (Rockwell, Eddy, Clark, NESB, Aylesworth, Art Department)</p>		<ul style="list-style-type: none"> <li> Reserve ad venues, using instructions on the u-drive: colab general &gt; colab &gt; colab new hire marketing &gt; reservations &gt; reservation instructions &gt; "what do I reserve and how.doc"</li> <li> Prepare ads and appropriate posters, using instructions on the u-drive: colab general &gt; colab &gt; colab new hire marketing &gt; design &gt; "design_instructions.pdf"</li> </ul>		
			<ul style="list-style-type: none"> <li> Send all campaign designs through external copy-editing and brand approval, once adjusted for current hiring push</li> </ul> <p><b>Note:</b> because campaign design has already been approved, internal approval process may be skipped</p>		<ul style="list-style-type: none"> <li> Assist with coordinating Colabians to hang posters in academic buildings for the week of the marketing blast</li> <li> Submit materials:             <ul style="list-style-type: none"> <li><input type="checkbox"/> posters to print</li> <li><input type="checkbox"/> ads to Collegian, Today@CSU, &amp; Greek Life</li> <li><input type="checkbox"/> images for social media and LSC web-page</li> </ul> </li> </ul>		
<b>MARKETING BLAST</b>		<ul style="list-style-type: none"> <li> Hang posters, if help is needed</li> </ul>	<ul style="list-style-type: none"> <li> Make job announcements:             <ul style="list-style-type: none"> <li><input type="checkbox"/> E-mail respective professors about prospective students with pre-drafted e-mail</li> <li><input type="checkbox"/> Send post to Students In Design (S.I.D) member for their Facebook page</li> <li><input type="checkbox"/> Post for each position with different copy for each post</li> <li><input type="checkbox"/> Ensure web banner for LSC website on Colab page is up</li> </ul> </li> </ul>			<ul style="list-style-type: none"> <li>  Close project</li> </ul>	