

**Student Activities Office**  
**Student Activities Programming Board (SAPB)**  
**The Cave, Marketing & Graphic Design**  
**Position Description**

**Application Information**

- Contact: Ana Sontag (asontag, x4462)
- Applications and hiring information online: [go.carleton.edu/activities](http://go.carleton.edu/activities)
- 5 hours per week, paid
- Paid mandatory training

**Overview**

Carleton College employs hundreds of students in a variety of leadership and support roles. These students are vital in providing important programs and services to the campus community. With the talent, energy and spirit of Carleton's student leaders, the College stands well-positioned to provide a true liberal arts education that challenges students to "learn broadly and think deeply."

**The Cave**

The Cave is one of the oldest and most established student organizations at Carleton College. With a Charter dating back to 1927, The Cave proudly serves Carleton students as one of the longest standing, student-managed entertainment venues in the United States. The Cave provides a welcoming, safe, and interactive environment for all members of the Carleton community. Along with a wide variety of live entertainment, The Cave also offers snacks and a variety of beverages for students to enjoy.

The Cave is managed by students and supported in a collaborative effort between the Carleton Student Association and the Student Activities Office. Specializing in the coordination and promotion of live performances, The Cave provides exciting leadership opportunities for students to work closely with professional artists and agents throughout the entertainment industry.

The Cave has dedicated programming space in the lower level of Margaret Evans Hall and is open five days a week during the academic year. The Cave is also available for group meetings, socializing and studying.

**Marketing & Graphic Design**

The Marketing & Graphic Design position is responsible for marketing and promoting events coordinated by The Cave. The successful candidate will serve a vital role in supporting the publicity needs for The Cave. Examples include, designing/curating posters (based on candidate skill and interest level), creating banners, submitting text and design advertisements for the *Noon News Bulletin (NNB)*, keeping The Cave website up-to-date, managing The Cave's social media presence, submitting all-campus email announcements, etc. The primary responsibilities of this position are to contribute outstanding marketing and publicity support while meeting the overall mission of the organization.

## **Event Support Responsibilities**

- Design and/or curate poster advertisements and banners as needed for Cave events
- Organize the distribution of all advertisements around campus (poster distribution, NNB, digital signage, all-campus email announcements, etc.)
- Manage The Cave's online presence including Facebook, Twitter, and college website
- Attend meetings with Cave Managers and the Student Activities Office as needed
- Be an active member of The Cave and assist in the development and implementation of a long term vision for the organization and facility
- Other duties as assigned

## **Qualifications**

- Carleton student in good academic and disciplinary standing
- Willingness to serve as part of a team
- Enthusiasm for marketing/design and willingness to learn
- Demonstrated interest in representing and upholding the aesthetic vision of The Cave
- Creativity, integrity, and a positive attitude
- Attention to detail and strong organizational skills
- Ability to multi-task and manage multiple projects with overlapping deadlines
- Ability to represent The Cave, SAPB, and CSA in a professional manner
- Sense of humor