

## **University Relations Associate**

### Tailor Lofts Apartments

The responsibility of a University Relations Associate is to bridge the gap between Tailor Lofts and the students of the University. The goal is to ensure the student body is aware of the new housing opportunity, promote selling points, specials and incentives, along with generating significant traffic flow from the University directly to Tailor Lofts.

In addition to marketing responsibilities, each week, University Relations Associates will report to the Tailor Lofts business office for training, to discuss prior week's tactics and results, and to discuss future marketing strategies.

Specific Responsibilities Include:

Developing relationships with gatekeepers of student body

- Student Government

- Clubs/Orgs

- Athletic Coaches

- International Student Groups

- Faculty and Staff

Distribution of Marketing Materials On Campus and Student Targeted Venues

Development of Marketing Events to Generate Traffic

Working Closely with Management Team to Identify Alternative Advertising/Marketing Strategies

Compensation:

University Relation Associates will be compensated \$10 per piece of traffic that visits Tailor Lofts, and \$20 for each signed lease generated from their traffic. Additional incentives may become available through incentive based goals set at the Business Manager's discretion. Each University Relations Associate would receive a monthly check compensating them for all traffic and lease incentives earned. All marketing materials and approved costs related to marketing efforts will be paid by Tailor Lofts.