

Marketing Team Hiring Outline

With the expansion of Blueprint, we need to establish a stronger brand identity in our social media that markets our club to new NPOs and Sponsors. To achieve this, the scope of VP Marketing has to be increased to manage a team of Marketers. This will help us solidify our marketing strategies and presence online.

Team Structure

VP Marketing -> Strategy, leadership, brand vision, executive board alignment. Oversees campaigns, assets and tracks performance metrics.

Marketer -> Supports VP Marketing in planning content, post creation, captions, platform management.

Recruitment

Recruitment should remain **referral-based** until the marketing team is established and has been running for at least one semester.

Recruitment Targets

- Business majors with marketing concentration

Recruitment Deliverables

- Short portfolio / examples (past posts, brand decks, design samples)
- One 20 minute conversation with VP Marketing

Value Proposition for Members

Members of the Blueprint Marketing Team help define how our organization is seen by nonprofits, sponsors, and the broader community. Rather than simply posting on social media, this team shapes our brand narrative—turning technical project work into clear, compelling stories of impact. Marketers work closely with engineers and leadership, gaining experience in strategic messaging, visual identity, and communications that directly support partnership and recruitment goals. The team operates on a high-trust, referral-based model, giving each member real ownership and creative responsibility. This is a chance to build portfolio-ready work and contribute to a mission-driven organization in a way that leaves a lasting impression.

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