

Scope of Blueprint Marketing

VP Marketing Responsibilities

1. Website Tasks

Marketing Team works closely with VP Technology to keep the website and marketing content aligned for a cohesive branding and standardized image portrayed to both students and professionals. It is imperative to strike a balance between friendly and professional in this so that we can continue a strong underclassman pipeline as well as attract sponsors and NPOs.

- Ensure Marketing content aligns with Website design for the most part
- Ensure VP Projects is providing blog posts. For student engagement, marketing team must maintain blog posts. These posts can range from weekly to monthly and can be written by members of the club. Follow the guidelines for creating blog posts [here](#).

2. Video Series

- Ensure Marketing content aligns with Website design for the most part
- [To-do]

3. Engagement Tasks

Beyond the posts highlighted later, engagement must also occur

LinkedIn & Instagram

- Reply to all comments
- Connect with:
 - NPO leaders
 - Tech professionals
 - Blueprint alumni
- Comment on alumni achievements
- Add alumni to LinkedIn network
- Tag sponsors in posts

- Send LinkedIn recap posts
- Share project milestones

4. Event Marketing + Content Creation

Media & Assets

The marketing team is responsible for capturing the relevant content needed for posts on our various platforms. Media forms range from images to videos. The content also includes managing assets and requesting relevant clipart and designs from the Design team in order to align branding with our website.

Informational

To preserve the longevity of Blueprint and explain our work to fellow students, sponsors and NPOs, the marketing team is responsible for creating informational videos highlighting our purpose, our application cycle, etc. These are infrequent, longer videos that are posted.

Student Engagement

In order to maintain our relationship with the student body, the marketing team will strategize to create relatable content to post on our social media platforms. Examples include DIAL videos of summer internships, Blueprint conferences, Blueprint event recaps and more.

As we grow, we need to keep our professional network informed about our accomplishments. This requires **handwriting all of our posts**. We value the human aspect at Blueprint and it is unacceptable to generate posts. AI assisted writing is permitted only if it is not creating the content using AI. Marketing Team must attach relevant images from the event to these posts.

Discord

- Post announcement 1-1.5 weeks before
- Post reminder 1 week before, 24 hours before

Canva

- Create event Poster
- Write Event Post Text
- Create event recap posts and collages

Newsletter

- Create Draft 1 week before scheduled release of newsletter
- Work with people on e-board to review text & typos
- Create event recaps from previous weeks

Instagram

- Post event recaps
- Post pre-event stories
- Make sure to post announcement poster 1 week before on mainpage and story

5. Recruitment Marketing

Instagram Posts

Ensure that non-CS applicants, women and marketing/ art students are also targeted

- What each team does
- What each E-board Position Does
- Day in the life of members
- Career outcomes
- Application Walkthrough
- Recruitment Q&A stories (so people can ask questions)

6. Sponsor & NPO Visibility

Create content to deliver updates to Sponsors and ensure continued support

LinkedIn

- Sponsor highlight post, provide impact statistics
- NPO impact story with testimonials
- Project demo clip
- Member career success post
- Hackathon / event recap

7. Alumni Network Tasks

General

- Create Blueprint alumni network
- Invite alumni to events or panels

LinkedIn

- Feature 1 alumni spotlight **WEEKLY**

8. Automations

Check Instagram & LinkedIn Dashboard to measure growth and change goals accordingly

General

Metrics tracked:

- follower growth
- engagement
- referral traffic
- event signup source
- event attendance
- top referral source

Analyse:

- Identify **highest performing content**
- Analyze **event signup sources**
- Compare **engagement by post type**

9. Calendar Planning

Before the start of every semester, the VP of Marketing will work with VP Operations & President to confirm the preliminary event schedule and establish a marketing calendar for all the following tasks to be completed in a timely manner by the respective team member.

Marketing Technologies Overview

Platforms

1. Instagram
2. Discord
3. LinkedIn
4. Website

Software

1. Notion
2. Canva Pro
3. Affinity
4. Figma
5. Da Vinci Studio
6. Capcut
7. Flaticon

Marketing Team Roles

Scribes

Writing all the text to be posted on various platforms

Creators

Responsible for weekly posters and design content to be released on platforms

Photographers

Responsible for the media and videos utilized for the content to be posted & creating short-form content to longer videos to be posted for student engagement & general visibility

VP Marketing

Responsible for managing and maintaining relevant communication & flow, picking up relevant responsibilities and growing Blueprint through these efforts. Planning the marketing sprint per semester and delegating relevant tasks as well as maintaining brand image with website through Design team.

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