



CAMPUS MANAGER

DESCRIPTION

This role will gain the experience of leading all functions of Student-Made on their campus. You will learn how to manage the goals of your team members, create improvements and drive success. Through this role, you will gain many management skills, like organizing tasks and goals, ensuring consistent progress, and leading in building exposure for your branch on campus. You will also be responsible for reporting monthly on the status of your branch to the Program Operations Manager, driving your ability to collect, organize and communicate information.

GOALS

By effectively managing all the members of your team, you will learn how to multitask and keep all the functions of Student-Made running properly. You will be the leader in identifying areas that need improvement within your branch and carrying out solutions to create success. This experience will grow your skills as a leader and initiative-taker.

ROLE FUNCTIONS

- Be the Main Point of Contact For Creators, Student-Made Headquarters, and Your Campus
- Oversee All Manager Roles
 - *Staying constantly updated work of all managers & ensure tasks are aligned with the goals of your team.*
 - *Monitor manager performance according to specified weekly tasks.*
- Coordinate Weekly Manager Team Meeting
 - *Consistent meeting time for all managers to attend.*
 - *Leading weekly meeting, ensuring there is a consistent structure & helping provide tasks for each manager.*
- Work Closely with Success Manager
 - *Keeping them up to date on the happenings on your campus & collaborating with them about program growth and success.*
- Maintain Communication in the Community
 - *Support effective communication with and between creators, managers, and Student-Made HQ.*
- Lead in Increasing Exposure & Sales
 - *Brainstorming and executing additional marketing strategies to grow the success of Student-Made.*
 - *Consistent networking with departments & organizations to drive traffic to site.*

THE IMPACT OF THIS ROLE

- Leading a Team of Student-Managers
- Providing Creators with a Strong Team Dedicated to Their Success
- Providing Creators Unique Opportunities to Promote Their Business
- Providing the Community High-Level Promotion



COMMUNITY ENGAGEMENT MANAGER

DESCRIPTION

This role will gain the experience of working to organize, support and engage a large community on campus. Through this position you will have the opportunity to plan and execute community building events, manage and respond to inquiries from various parties, and lead the onboarding process from start to finish for new creators joining the program. You will learn the skills of organization on a large scale, leadership over a community, the importance of effective & consistent communication and teamwork.

GOALS

By maintaining a strong community between both the manager team and participating creators, you will ensure high levels of engagement in all aspects of the program. In addition, you will be the leader in growing the community through the onboarding of new creators, and supporting them throughout their involvement.

ROLE FUNCTIONS

- Coordinate Onboarding of New Creators
 - *Respond to Creator Applications in a Timely Manner*
 - *Ensure Approval of Creators' Business/Products*
 - *Share All Program Information with Creator & Support Throughout Onboarding Process*
 - *Maintain Organization between All Steps of Onboarding Process*
- Manage Student-Made Email
 - *Check Student-Made Email on a Daily Basis*
 - *Respond to Emails within 2 Days*
- Plan & Execute Community Events
 - *Create Schedule of Events for the Student-Made Community on Your Campus*
 - *Ensure Managers & Creators are Engaging in Opportunities*
- Lead in Creating Strong Community Connection
 - *Consistently Assess Engagement & Create Strategies to Foster Stronger Connection*
- Maintain Communication in the Community
 - *Send Weekly Updates to Community Chat*
 - *Ensure Communication & Connections between Manager Team & Creators*

THE IMPACT OF THIS ROLE

- Engaging Creators in the Student-Made Community On-Campus
- Providing Creators the Opportunity to Build Strong Relationships with Each Other, and the Student-Made Brand
- Providing Community with Consistent Communication & Reminders



WEBSITE MANAGER

DESCRIPTION

This role will gain the experience of operating a professional online marketplace, from uploading products and creating special collections to processing orders and generating shipping labels. As the Website Manager, you will learn all about all of the behind the scenes tasks that go into managing an online shop, and incorporate your creativity to the platform as well. Through this hands-on experience you will gain skills in website building, customer services, product management, shipment software, and creative marketing.

GOALS

By operating the online marketplace, you will learn how to manage your time and allow yourself to stay on top of and accomplish a variety of tasks. You will be the leader in maintaining the most outward-facing feature of this program, and ensure all store systems are being executed effectively. This experience will grow your skills in understanding & developing a successful platform.

ROLE FUNCTIONS

- Upload New Products & Creators to Website
 - *Stay Up to Date on Status of New Creators & Their Item Logs*
 - *Add All Products to Website in a Timely Manner*
 - *Add Features for Each Creator & Their Brand on the Website*
- Edit & Add Products
 - *Stay Up to Date on Status of Creator Item Logs*
 - *Add Products & Make Edits When Needed in a Timely Manner*
- Process Orders & Monitor Order Fulfillment
 - *Send Online Orders to Creators within 2 Days*
 - *Account for All Orders in Order Status Log*
 - *Ensure Orders are Shipped/Delivered and Mark Fulfilled When Necessary*
- Curate Special Collections
 - *Build Collections of Products to Engage Customers*
 - *Encourage Creators to Develop Products for Collections*
- Update Look of Shop Frequently
 - *Swap Photos on Homepage Regularly*
 - *Move Order of Products on Shop Page*
 - *Add Announcement Banners When Necessary*

THE IMPACT OF THIS ROLE

- Providing a Professional Online Marketplace to Creators to Sell Their Products
- Support in Order Process & Fulfillment to Ensure Proper Shop Operation & Delivery
- Creation of Special Collections to Feature and Promote Products



SOCIAL MEDIA MANAGER

DESCRIPTION

This role will gain experience in how to establish and grow a successful brand through social media. You will learn how to utilize various forms of content to develop creative marketing strategies to engage various audiences. Through working closely with the Content Creator, you will also lead in the creative direction of the brand. Through this position you will learn skills in creating a consistent online presence, effective ways to establish a brand & engage an audience, and how to grow a following.

GOALS

By being the Social Media Manager for Student-Made at your campus, you will hone your skills in digital marketing. Through creating posting schedules and working to establish a new brand, you will learn how to engage an audience and push results. You will also help to lead in connecting the various campuses through one unified brand.

ROLE FUNCTIONS

- Plan & Collaborate with Content Creator
 - *Work Closely with Content Creator to Establish Brand Goals*
- Create Monthly Posting Schedule
 - *Outline Consistent Posting Schedule that Incorporates a Variety of Posts*
- Post Consistently on Social Media
 - *Ensure Content is Posted Frequently*
 - *Feed Posts at Least 3 Times a Week*
 - *Story Posts Everyday*
- Recruit New Creators
 - *Identify Student-Creators through Social Media*
 - *Reach Out & Recruit Creators to Join*
- Execute Brand Collaborations
 - *Identify Brands to Collaborate With*
 - *Build Connections through Social Media*
- Field Inquiries & Communications through DM
 - *Check DM's Regularly & Respond within 2 Days*

THE IMPACT OF THIS ROLE

- Marketing and Exposure for Student-Creators On Campus & to Our Network of Campuses
- Consistent Promotion & Focus on Driving Traffic to Online Shop
- Supportive Community to Engage with Posts



CONTENT CREATOR

DESCRIPTION

This role will gain the experience of working to organize, create content, and build a consistent brand for your branch of Student-Made. You will learn how to collaborate with other team members and use time management to plan content creation sessions. Through this role, you will gain many organizational and management skills, like planning times and dates for content sessions and managing your time to create content for social media and beyond. You will also be responsible for creating unique TikToks that promote your campus brand as well.

GOALS

By effectively gathering content at all levels, you will gain skills in time creative leadership, brand development, management and prioritization. You will be the leader in creating a consistent brand for your campus and creating outward facing promotion. This experience will grow your skills as a creative thinker, event organizer, and collaborative team member.

ROLE FUNCTIONS

- Plan & Collaborate with Social Media Manager
 - *Work Closely with Social Media Manager to Establish Brand Goals*
 - *Develop Posting Schedule Together, Including All Types of Content*
- Create Content Creation Calendar
 - *Create Ongoing System for Ensuring Content is Created Consistently*
- Collect Photo & Video Content at All Events
 - *Attend Events & Capture Content*
 - *Community Events, Manager Meetings, Pop-Ups, Etc.*
- Execute Content Sessions
 - *Schedule Regular Content Sessions with Creators Directly*
 - *Schedule Regular Content Sessions for the Entire Community*
- Monitor Use of PhotoCircle
 - *Ensure Content is Consistently Added to PhotoCircle by Creators & Send Reminders When Needed*
- Create Reels & TikToks
 - *Consistently Create Reels & TikToks to Promote Your Campus Branch, & the Brand as a Whole*

THE IMPACT OF THIS ROLE

- Producing Individualized Content for Creators to Promote Themselves & Their Business
- Creating Opportunities for the Community to Engage through Creating Content
- Creative Reels & TikToks Created to Promote Increased Recognition for Branch and Featured Businesses



EVENTS & PARTNERSHIPS MANAGER

DESCRIPTION

This role will gain the experience of developing and executing a robust schedule of pop-ups and promotional events. You will learn how to organize and share a calendar of events, monitor sign-ups, and ensure events are executed successfully. Through this role you gain skills in creative thinking, event planning, organization, establishing partnerships, and managing various types of events. You will also have a direct focus on the promotion of the program as a whole, utilizing planned events to drive traffic and sales for the online shop.

GOALS

By building and executing a schedule of pop-up and promotional events for the Student-Made community on your campus, you will learn more to make ideas come to life and execute with success. You will be a lead in the overall promotion of the program, consistently working to utilize your events as marketing strategies for the program as a whole.

ROLE FUNCTIONS

- Create Events Calendar
 - *Develop a Calendar Events per Semester*
 - *Pop-Ups & Promo Tables*
 - *Share Events Calendar & Manage Event Sign-Ups*
- Effectively Manage Events
 - *Ensure Proper Management is Present at All Events*
 - *Confirm & Finalize Participants for Each Event*
 - *Assess Effectiveness of Each Event & Continuously Brainstorm Ideas to Improve Success*
- Utilize Event Opportunities for Marketing & Promotion
 - *Ensure Marketing Materials are Present at Every Event*
 - *Website & Instagram QR Codes, Business Cards, Etc.*
 - *Train & Encourage Event Participants to Promote the Program Effectively*
- Form Partnerships with Organizations On and Off Campus
 - *Work to Establish Effective Partnerships*
 - *Collaborate with Various Brands*

THE IMPACT OF THIS ROLE

- *Providing Creators Access to Sell Their Products In Person, on a Regular Basis*
- *Establishing Partnerships to Provide Unique Opportunities to Creators both On and Off Campus*



ROLE FUNCTIONS

UNDER THE GUIDANCE OF THE STUDENT-MADE STORE CORPORATE OFFICE FINANCE TEAM:

- Ensure the Collection of Creator's Involvement Fee (*if applicable*) Each Semester (*Accounts Receivable*)
- Ensure Creators Have Successfully Established Their Bill.com Account
 - *Tool used to pay Creators for their sales each month (Vendor Set-up)*
- Communicate with Manager Team to Confirm Creator has met the Financial and Legal Criteria to be an Active Creator
 - (*Signed Agreement, Signed W-9 form, Payment of Involvement Fee, Successful establishment of Bill.com account*)
- Manage Internal Controls for Pop-Up Sales Events
- Prepare monthly Sales Reports and Authorize the Payments to Creators for their Previous Month's Sales (*Accounts Payable*)
- Prepare and Report Sales Tax Information for Nexus Determination (*Compliance*)
- Prepare Business Activity Reports for Distribution to Stakeholders
 - *Including critical metrics as developed by you and your colleagues on your campus and on campuses across the SMS system (Financial Reporting)*
- Analyze the Financial Details of Past, Present, and Expected Operations
 - *Identify development opportunities and areas where improvement is needed, both for individual Creators and Campus Branch (Strategic Planning and Communication, Teamwork)*

DESCRIPTION

This role directs the financial operations of the campus branch of Student-Made Store. This manager ensures that fundamental accounting tasks related to generating income, tracking receivables, and paying vendors (our Creators) are consistent and timely. This manager is also responsible for analyzing and reporting information key stakeholders need to drive sales for all Creators. The manager will practice and hone these personal characteristics that are essential for success for a person working in the finance field: Integrity, Attention to Detail, Dependability, Analytical Thinking, and Persistence.

GOALS

No business can be successful if its finances are not well-managed. The Campus Finance and Strategy Manager has the unique role of working with individual business owners- the Creators- as well as part of the finance team for Student-Made Store LLC. In addition to practicing fundamental accounting concepts, you will learn to speak the accounting language. Numbers are simply a different way of telling the story of what is happening in the business. As you apply what you learn from Student-Made, you will gain valuable skills and articulate information that Creators can use to improve their business and information your Creative Committee and other stakeholders can use to grow the success of the entire campus branch.

THE IMPACT OF THIS ROLE

- A Primary Contact to Learn Financial Terminology and Discuss Financial Matters
- Confidence in Receiving Monthly Payments Timely
- Reports to Help Recognize Trends in their Business
- Information About How to Improve their Business
- Dedicated Thought Partner for Driving More Sales