

**Student Practicum Job Description  
Event Planner and Promotion Coordinator  
BGSU Ice Arena**

**(Fall, Spring, and Summer)  
135 Clock Hours - 3 Credits/Semester**

**Position Summary**

This individual will be responsible for overall development and promotion of Ice Arena events and programming and will interact extensively with the public and the various user groups of the facility.

**Essential Duties and Tasks**

- Plan and/or implement the Ice Arena's promotional events, teen skate sessions, and BGSU student skate sessions.
  - Secure exhibition skaters
  - Arrange hockey game demonstrations
  - Coordinate with curling/hockey/skating organizations
  - Contract DJ's, radio stations and other outside assistance
  - Arrange advertising/promotions through local media and extensively on campus and during various Ice Arena programming including a physical presence at Group Lessons and during key user-group activities
  - Determine and communicate with benefactors of fundraisers; Scott Hamilton CARES, local charities etc.
- Obtain authorization and prepare printed materials for future distribution throughout community via schools, libraries, day-cares, Chamber of Commerce etc.
- Attend all promotional events during practicum period and assist with staffing arrangements and group activities. Use digital camera, submit articles to local media, develop bulletin boards, etc.
- Organize one staff meeting including representation from Ice Arena full time and student employee staff members to evaluate strengths, weaknesses, opportunities and threats of the promotional events and to serve as a planning tool for future years.
- Collaborate as needed with other Ice Arena Practicum/Intern students, Recreation and Wellness and Student Affairs staff members.
- Submit all related documentation, contact information and event planning material to the Event Coordinator permanent files for use by future practicum students in this position.
- Other duties as assigned.