



**OPEN**

## for Business:

A Student Marketing Team is Born

### GET READY:

BEFORE you start hiring.

- Determine your largest need .
- Get your VP on board.
- Secure your funding .
- Consider a pilot program.
- Figure out the physical workspace .
- Dial in your project management system.

### GET SET:

BEFORE you on-board your team.

- Work with your HR .
- Develop a job description .
- Develop your interview questions .
- Set up the physical workspace.
- Acquire licensing seats .
- Develop a brand guide and handbook.

### GO!

HOST your training

- Introduce the SMT to each other.
- Encourage goal setting .
- Articulate the expectations .
- Set up scheduling .
- Prepare them for constructive feedback .
- Express the value of their work and commitment on behalf of the institution .
- Express the value of their work and commitment on behalf of their own professional development .



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## HEADS UP

- **TIMING IS KEY.** Seriously consider the ability of doing your existing job while also trying to be a project manager and managing a team of very junior designers. Planning for this could make the transition much smoother. Consider your pilot program to kick off in your down time, possibly summer when they are more available and have less to juggle and you have more time to commit to training them up.
- **CREATE THE CHEAT SHEET.** The more logistics like websites, sign in credentials, contact information, resources, and process you can put into a training booklet, the easier it becomes for future on-boarding. Include logo usage and brand style guide as part of the intern handbook as a bonus and encourage them to reference it before asking questions.
- **BE KIND.** You have the opportunity to be one of the most instrumental persons in a student's success in their first steps into marketing and design. Show them what an effective and supportive leader is, what hard and efficient work looks like, and model gratefulness of a job well done.
- **ENCOURAGE A FEEDBACK LOOP.** Be open to feedback by setting up a yearly review of yourself by your interns. You will learn how to improve your management skills, what concerns them, and how you can better support them.
- **BE PREPARED** to be asked to write letters of recommendation.
- **BE PATIENT.** It takes time to work out the kinks of a brand new program but the payoff is hard to beat.

### ANNA MCBRAYER

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