



2008-09 AU Blue Crew Leadership Opportunities



Overall Description

The members of the Blue Crew cabinet will be the leadership of the Blue Crew for the 2008-09 school year. They will lead meetings with AU Athletics Department staff and be at the forefront of AU Athletics on-campus marketing and school spirit initiatives to students throughout the year.

Blue Crew cabinet members are expected to attend bi-monthly meetings of the Blue Crew cabinet, and have a desire to attend AU athletics events for all of our sports. A strong work ethic and passion for AU sports is also desired. It is important to be able to work well with your fellow students while promoting AU's 16 varsity sports, including its Patriot League champions in volleyball, field hockey, cross-country and men's basketball.

Cabinet member duties can be completed on your schedule.

Positions & Responsibilities

President – The president of the Blue Crew will be responsible for overseeing the cabinet as well as making sure all aspects of the cabinet and Blue Crew leadership run smoothly. The president will lead meetings of the cabinet and be the main liaison between the Blue Crew cabinet and the AU Athletics staff.

Online Media Director – Facebook & AUBlueCrew.com point person. The Online Director is responsible for all online communications to the Blue Crew. This includes making facebook events and helping maintain AUBlueCrew.com with timely information with regards to upcoming events and promotions.

Creative Design Directors – Table Tent & Banner point persons - Two Creative Design Directors will be charged with overseeing on-campus communication with regards to upcoming home games and special events for all AU varsity sports through the production and distribution of table tents and banners.

Gameday Operations Director – Gameday point person – The Gameday Operations Director is responsible for making sure that Blue Crew gameday operations run smoothly. Responsibilities include finding coverage for Blue Crew table coverage to execute student giveaways, contest signups, etc.

Greek Life Director - The Greek Life Director is responsible for engaging Greek organizations to become involved with AU Athletics. Responsibilities entail reaching out to Greek organizations and forging partnerships to increase attendance and spirit at athletics events in addition to traditional GAP pointed events.

Student Group Director – The Student Group Director is responsible for engaging non-Greek student groups and clubs on campus to become involved with AU Athletics. Responsibilities entail reaching out to various on-campus groups and clubs, forging relationships between them and the Blue Crew while increasing overall attendance and spirit at athletics events.