

# Gator Growl & Homecoming Director Applications 2019

Applications are DUE FRIDAY, FEBRUARY 8th by 5 p.m. to

[applications@gatorgrowl.org](mailto:applications@gatorgrowl.org)

We will email you a Google doc to sign up for an interview slot.

Name:

UFID:

Position Applying For: \_\_\_\_\_

If not selected for this position, are you willing to accept a different director position? Yes

No

Local Address:

Permanent Address:

Cell Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Major: \_\_\_\_\_

Classification: \_\_\_\_\_ GPA: \_\_\_\_\_

I will be in Gainesville for these terms in 2016 (check all that apply):

Spring \_\_\_\_\_ Summer A \_\_\_\_\_ Summer B \_\_\_\_\_ Fall \_\_\_\_\_

(Please note in the descriptions below which directorships requires being in Gainesville for the summer.)

Why are you interested in this position?

What previous experience qualifies you for this position?

What would you do or like to see happen specifically as director of this position?

What other activities are you currently involved in? What activities do you anticipate being involved in during the summer and fall?

Please attach a resume and a fall schedule printed from One.UF.

By signing this application, I acknowledge that Homecoming and Gator Growl directorship require substantial time and effort during the Spring, Summer, and Fall semesters.  
I grant permission for Florida Blue Key to verify my grades and enrollment at the University of Florida through the Student Activities Center staff.

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

## **Gator Growl & Homecoming Director Descriptions**

**Advertising (1):** Responsible for crafting paid advertisements for print, radio, and other media outlets for Gator Growl and all Homecoming events. Also responsible for helping to create and implement a campaign for Gator Growl and Homecoming in order to increase ticket sales and attendance.

**Alumni Relations (1):** Responsible for serving as a liaison between UF Alumni Association and Homecoming and Gator Growl to ensure clear communication between the two organizations. This role will also be in charge of scheduling any tabling at alumni events, as well as helping with the Weather Advisory Committee.

**Art and Layout/ Printing (2):** Responsible for helping create an advertising campaign for Gator Growl and Homecoming in order to increase ticket sales and attendance. They must work closely with a number of different directors and ensure prompt printing of all required materials. **(Note: Director MUST have knowledge of and own copies of both Adobe Illustrator and Photoshop. Please include a portfolio of work using this software with your application)**

**Cameos (1):** Responsible for contacting and seeking talent and prominent alumni for Gator Growl cameos.

**Creative (3):** Responsible for writing and overseeing the completion for all skits for Gator Growl. They are also responsible for organizing casting calls, film locations, props, and communication of date/time to actors/actresses for skits.

**Finance (1):** Responsible for managing all Homecoming and Gator Growl finances. Will maintain accurate accounts payable and receivable. They will pay bills on time and work with Reitz Union finance department to keep accounts reconciled. Will work closely with Sales Director to maintain accurate funds and inventory of tickets and merchandise. **Finance/Accounting background required.**

**Gator Gallop (1):** Works closely with the University Athletic Association. They will be responsible for leading the promotion of the event on campus and in the greater community. The director must also be available at all times during Homecoming week to assist the large number of race registrants who come to the Florida Blue Key office.

**Homecoming Festival (1):** This event will focus on bringing together Gator athletes and fans alike to show support for the Gator Nation. This event will be filled with “festival-type” attractions and will be family friendly. **(Note: Director should preferably be in Gainesville for the summer term)**

**Hospitality (1):** Responsible for catering to the talent and vendors, and ensuring that all contractual agreements are fulfilled. Director must be available around the clock during the week of Homecoming to ensure that all needs are met. **(Note: Director should preferably be in Gainesville for the summer term)**

**Marketing (1):** This director is in charge of marketing Gator Growl and Homecoming to students at the university and alumni visiting during football season. Activities include game-day promotions, t-shirts sales, and various other marketing arrangements to promote ticket sales. This director will also be responsible for assisting in the design of marketing items, which include t-shirts, pens, bookmarks, etc. **(Note: Director must be present in Gainesville for the summer term)**

**Operations (1):** Responsible for coordinating all security efforts with UPD, GPD, Alachua County Sheriff’s Office, and the UAA. In charge of working with UFPD to secure parking and hire officers for all Gator Growl and Homecoming Events. This director is also accountable for coordinating venue cleanup. This director will be in charge of “front-of-house” venue set up during the week of Gator Growl.

**Outreach (Campus, Alumni, and Community) (2):** In charge of the Liaison program that recruits delegates from student organizations to be the coordinator to our organization. Presides over the Gator Growl staff, who are eager to become involved with Gator Growl and Homecoming. This director also serves as the liaison between all University of Florida alumni, specifically, Gator Club presidents and members. Responsibilities also include compiling informational packets to send to Gator Clubs, as well as, traveling to Gator Clubs around Florida. These directors will work closely together in order to create and facilitate the Homecoming Cup. **(Note: Director must be present in Gainesville for the summer term)**

**Pageant (1):** Plans the UF Homecoming Pageant that determines the Homecoming King and Queen for the university. The director is in charge of recruiting contestants, finding judges, holding contestant meetings and organizing and running the event with assistant directors and staff. They will be in charge of promoting the event on campus and handling ticket sales.

**Parade (1):** In charge of planning and running the Homecoming Parade that takes place the Friday of Homecoming. Responsibilities include recruiting businesses and student organizations to make floats/walk in the parade, and organizing and using an effective staff for parade day.

**Philanthropy (1):** Responsible for creating and coordinating a campus and community wide event that will cater to the needs a specific non-profit organization in the community.

**Photography and Programs (1):** In charge of taking all photographs needed for media outlets, the program, director photos in the office and more. They are also held responsible to create the template, fill the content, and publish the Gator Growl program. Additionally, should create a database of photos taken this year and find photos from past years to use in the program. Should be very experienced with Adobe Illustrator, PageMaker or Photoshop. **(Note: A portfolio of work using software stated above is required with application, along with any other works that displays qualifications for this position, director is preferably in Gainesville for the summer term)**

**Public Relations (1):** Responsible for the creation, development and distribution of all publicity pertaining to Gator Growl and Homecoming. This will target local and statewide media. Additionally, this director will create a public relations campaign with the communications team on Homecoming and Gator Growl to promote all events to the students, surrounding community, and alumni. This director should be familiar with how to write a press release, create and execute a media calendar, and be familiar with different elements of social media. This director will work with Associate Producer to coordinate all media week of Gator Growl.

**Sales (2):** In charge of all promotions to the greater Gainesville community (local Rotary Clubs, Santa Fe College promotions), UF students, faculty, and staff for all Gator Growl and Homecoming events. These sales activities include tabling, preview sales, and event promotion. In order to be successful in this position, this director should have an extremely flexible schedule and should be very proficient with social communication skills. Responsible for training Homecoming and Gator Growl staff in sales. **(Note: Director must be present in Gainesville for the summer term)**

**Show (1):** Responsible for show calling, stage-managing, contacting performers, designing the show block (layout), etc.

**Soulfest (1):** The director is responsible for planning, organizing, and executing this talent show event that is during the Homecoming Week. This director is responsible for selecting judges from various parts of campus, as well as choosing contestants and hosts from auditions. This director works closely with the Sponsorship and Solicitations Directors to manage finances, and also works closely with the Homecoming Chairman for approval of logistics (location, philanthropy, budget, etc).

**Special Events (1):** This director is in charge of working with distinguished FBK Alumni to plan Homecoming Kick-Off parties in different cities across Florida. There are usually four kick-off parties and the director is in charge of planning and implementing all of them, including bus transportation for all directors and coordinating the locations in which we will be having these parties. This director is also responsible for planning occasional staff events that take place throughout the term. Lastly, this director will plan the VIP Reception with takes places after Gator Growl.

**Sponsorships and Fulfillments (1):** This director will be working with companies in the region to secure goods and services used by Gator Growl and Homecoming. This director will also be responsible for obtaining monetary sponsorships for events and scholarships; he or she will also be in charge of maintaining a rapport with sponsorship agencies and responsible for corporate outreach. **(Note: Upperclassmen and corporate work-related experience is preferred, must be in Gainesville for the summer)**

**Solicitations (1):** Responsible for working with companies in the region to solicit goods and services used by Gator Growl and Homecoming. This director should have an understanding of how to work with a sponsorship kit.

**Technical (1):** Responsible for contracting and overseeing work on Gator Growl with the stage, lighting, pyrotechnics, audio, and video companies. This director should obtain all technical specifications for performers and is responsible for technical calling during the show. **(Note: Director must be present in Gainesville for the summer term)**

**Tickets and Honored Guests (1):** For the first half of the year this director is responsible for ensuring that the honored guests are fully accommodated including hotel rooms, tickets, and VIP access to all events. They are then responsible for ordering the ticket stock for Gator Growl and the ticketed Homecoming events and filling the ticket orders for both honored and regular guests. He/she is also responsible for coordinating all transfer and freshman preview ticket sales during the spring and summer. **(Note: Director should preferably be in Gainesville for the summer term)**

**Video Camera (1):** Must have knowledge of basic camera operations and sound. (Owning equipment is preferred but not necessary.) **Must submit portfolio of work displaying experience with Video Camera with application.**

**Video Editing (1):** Must be able to devote significant time to edit all videos that appear during Gator Growl. (Skits, commercials, logos, credits, etc.) **Must submit portfolio of work displaying experience with Video Editing with application**

**Web Design (1):** Responsible for updating and maintaining Homecoming and Gator Growl's websites and working closely with directors regarding their website-related needs. Knowledge of HTML, CSS, and Content Management Systems is required. **Must submit portfolio of work displaying experience with programs listed above.**