

FTC Marketing Captain

What is my role?

Create and sustain the “image” of the team. Your job is to showcase the team in a positive way.

What are my responsibilities?

- Design and build the “brand” or “logo” that the team will be represented by.
- Design the team tshirts.
- Decide and design what items your team will hand out to other teams to develop a team identity. Buttons, necklaces, etc....
- Work with other team members to clearly showcase the personality and journey that our team will take this season. This might include building a display board or a computer presentation to show to judges and other teams who visit your pit area at competitions that showcases the work your team has done this season.
- Decide what table decorations need to be purchased for the season and make sure that they are brought to tournaments.
- Be willing to openly speak with other teams and judges at tournaments
- Develop business strategies and goals for our team to work towards. You will be responsible for creating these documents and making sure that they are placed in the team’s engineering notebook. You will also need to do the research on how to create a business strategy.
- Keep track of the team budget. You will be responsible for making sure that the team’s budget, invoices, receipts, etc... are recorded in the team’s engineering notebook.
- Scout other teams at tournaments. You will need to develop a way of tracking the abilities of other team’s robots at competitions. This can be a spreadsheet that you create or a form that you ask other teams to complete.
- Decides if the team is planning to pursue any video award options. (optional)