

MARKETING ASSISTANT – Campus Activities & Engagement

Position Description:

These two positions will assist in the design, development and implementation of an integrated marketing plan to highlight the unit's programs and services. Each of the two marketing assistants will be responsible for a specific set of promotional areas. Successful programs and services will contribute to a vibrant campus life!

Supervision Received:

Reports directly to the Assistant Director for Campus Activities & Engagement.

Supervision Exercised:

No supervision of others.

Duties:

1. Effectively use marketing techniques to help increase awareness of the both Student Involvement Center and department programs and services (including trainings, leadership, student organizations, volunteer programs and all-campus events).
2. Develop and implement word-of-mouth promotion campaigns for department programs, services, and all-campus events which may include but is not limited to: tabling on the Bridge, visiting resident assistant and student organization meetings, academic class visits, and student involvement fairs.
3. Each Marketing Assistant will be responsible for one set of responsibilities:
 - a. Manage program and event print marketing for distribution in the residence halls and across campus. Assist graphic designer and appropriate staff develop timelines for successful print campaigns.
 - b. Manage Campus Connect event and program updates along with student organization calendar submissions. Coordinates social media marketing including but not limited to Facebook, Twitter, Instagram and website.
4. Maintain both the Student Involvement Center and department's promotional tables and L1 brochure racks.
5. Coordinate marketing for all bulletin boards, display cases, and the Student Involvement Center.
6. Attend both Marketing Team and Campus Events Team meetings as determined.
7. Where appropriate, assist in the interpretation of University and department policies and procedures.
8. Perform other duties as assigned.

Qualifications & Requirements:

- ◆ Must be able to work independently, be creative, have good follow through on projects, be able to set priorities and be organized.
- ◆ Must have excellent customer service skills.
- ◆ Possess good problem solving skills and be able to determine priorities.
- ◆ Must have a minimum cumulative grade point average of 2.30 and be registered for six non-audit credits.
- ◆ Must be available to work 8-12 hours per week, with some evening and weekend hours required as needed.
- ◆ Adhere to Parkside Student Center policies, procedures, uniform dress policy and attend trainings.
- ◆ Knowledge of Social Media sites, such as Twitter and Facebook.
- ◆ Experience using a Mac, digital camera and software packages including Microsoft Office and Adobe Creative Suites.
- ◆ Must be able to lift up to 30 pounds.
- ◆ Flexible hours and willingness to help out with timely deadlines.

Skills Gained:

Interpersonal Communication	Teamwork	Quality and Accuracy of Work
Problem Solving	Resourcefulness	Priority Setting
Time Management	Initiative	Verbal Communications

Job Skills Developed in the Position:

- ◆ Effective interaction and communication with students, staff, faculty, customers and the general public.
- ◆ Learned the importance of setting priorities to meet deadlines when working independently on projects.
- ◆ Planning and coordinating marketing tasks related to the department programs, services and all-campus events.

Starting Wage:

- ◆ \$8.50 per hour
- ◆ Both work study-eligible and non-work study students are encouraged to apply.