



Office of Multicultural Student Affairs
Marketing and Graphic Design Assistant

Position Description

The Marketing and Graphic Design Assistant will work in line with Marketing training and brand/style guidelines to create promotional items for programs throughout the year for the Office of Multicultural Student Affairs (OMSA) and the Genders & Sexualities Advocacy Center (GSAC). Projects include work on collateral pieces, building digital assets, production of short videos, and website updates. In addition, they will manage the department's social media accounts and assist in the development and execution of a communication/marketing plan each semester including highlighting the office's programs and services, events, and specific themed campaigns. **This position also has the potential to count as an internship for the right student - earn credit and get paid while working right here on campus!**

Supervision Received:

Reports to the Multicultural Initiatives Specialist in the Office of Multicultural Student Affairs.

Compensation:

- \$12.00 per hour

Hours

- Hours per week: Approximately 8-10 hours per week

High Impact Practice (HIP) Statement

By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain necessary tools to grow and contribute as professionals.

1. Critical Thinking

- a. Be knowledgeable about campus/community resources and refer students to staff and/or resources (as needed).
- b. Demonstrate problem-solving skills and the ability to work independently.
- c. Employ story-telling skills to create and facilitate projects.
- d. Demonstrate intelligent thinking and an eye for detail and accuracy.
- e. Think creatively, strategically, and collaboratively to aid in raising community awareness of departmental programming.

2. Communication

- a. Effective interaction and communication with students, staff, faculty, customers and the public.
- b. Communicate with a variety of people in both written and oral format.

3. Teamwork

- a. Interact and collaborate with staff team members.

4. Leadership

- a. Attend OMSA-sponsored and signature programs.
- b. Demonstrate initiative in situations when challenges occur.
- c. Assess priorities and project deadlines.
- d. Manage day-to-day responsibilities with limited supervision.
- e. Demonstrate responsibility following opening/closing procedures with respect to the OMSA office.

5. Technology

- a. Utilize Microsoft Office Suite for work projects.
- b. Utilize video editing and graphic design software for projects.
- c. Use staff email and outlook calendar.
- d. Utilize web conferencing programs for meetings, events, etc., such as Zoom or Microsoft Teams.

6. Professionalism

- a. Attend department trainings and staff meetings.

- b. Complete all logs and other paperwork needed.
- c. Fill out and submit time sheet.
- d. Present professional presence in the office and throughout campus as a staff member in the Office of Multicultural Student Affairs.
- e. Maintain confidentiality.
- f. Provide office support including greeting visitors, answering office phone, and other administrative duties in OMSA.
- g. Work creatively both independently and with a team.
- h. Perform other duties as assigned.

7. Career and Self-Development

- a. Attend bi-weekly check-in meetings with supervisor throughout the academic year to develop and assess plans for professional goals.
- b. Complete 1 performance evaluation per year with supervisor.

8. Equity and Inclusion

- a. Demonstrate an interest in learning more about people of all backgrounds and their educational experiences, challenges, and triumphs.
- b. Have an interest in people and building positive relationship that make our department and the Parkside community better.

Required Qualifications:

- Must have a cumulative GPA of 2.5.
- Must be a sophomore, junior, or senior in good standing with the university.
- Must be flexible with availability of schedule.
- Must make a full academic year commitment.

Application Process:

Submit the following via the online application:

- Marketing and Graphic Design Assistant Application Form via Handshake
- Resume

Candidates who submit a complete application will be contacted about next steps in the selection process.

Questions? Contact the Office of Multicultural Student Affairs at omsa@uwp.edu.