Marketing Associate

Role would include varying duties and responsibilities based on student’s strengths and experience. Hours and schedule can be flexible to student’s availability.

Learning Outcomes
- Manage task oriented operations
- Demonstrate integrity & responsible decision making
- Communicate effectively, both orally and in writing
- Translate on-campus experiences into professional skills
- Analyze and solve problems, individually and as part of a team
- Recognize role in Student Centers and how it helps fulfill the department mission
- Demonstrate a working knowledge of Student Center facilities, policies, and procedures

Duties and Responsibilities

Marketing (50%)
- Draft and manage social media campaigns
- Conceptualize and create content (text, photos, videos) for internal communication and marketing
- Assist with marketing, advertising, and promotional activities

Photography/Videography (25%)
- Interact with and document events (conferences, weddings, etc) through photos and videos
- Create, document and edit internal informational videos and materials

Research (25%)
- Perform market analysis and research

Expectations
- Adhere to Student Centers dress code
- Maintain active and open lines of communication with supervisor(s) and co-workers
- Conduct one’s self in a professional manner
- Minimize hazards by practicing proper safety techniques
- Attend regularly scheduled meetings and follow all scheduling policies
- Perform other duties as assigned