Marketing Associate

About the Team
- The Marketing Associate team includes varying duties and responsibilities based on each student’s strengths and experience.
- Hours and schedule can be flexible based on availability. Shifts would be worked in the Events at Vanderbilt Office in Rand 307 or on-site at events, capturing photo or video for future use.

Learning Outcomes
- Draft and manage a month-to-month social media campaign for the Events at Vanderbilt brand
- Conceptualize ideas and create content
- Collaborate with peers and professional staff
- Identify professional goals within the field and gear their job responsibilities toward them

Duties and Responsibilities
- **Marketing (50%)**
  - Draft and manage social media campaigns
  - Conceptualize and create content (text, photos, videos) for internal communication and marketing
  - Assist in creating marketing, advertising, and promotional materials

- **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
- Work well independently and in teams
- Be self-motivated and driven even on autonomous shifts
- Adhere to the Student Employee Handbook
- Maintain active and open lines of communication with supervisor(s) and co-workers
- Conduct one’s self in a professional manner
- Attend regularly scheduled meetings and follow all scheduling policies
- Perform other duties as assigned