



- I. **Title:** Marketing Assistant
- II. **Description/Scope:** Responsible for the distribution of physical and digital materials related to the University Union, Office of Student Life, and University Dining. Responsible for the creation of high-quality photos and video to use on Union social media platforms. Content will promote the University Union and Office of Student Life, its programs, and operations.
- III. **Supervisor:** Marketing & Graphics Specialist
- IV. **Pay Rate:** \$10.00/hour
- V. **Time Commitment:**
The Marketing Assistant works approximately 10 hours per week during the school year preferably between the hours of 8am and 5pm. This position may require working some nights and weekends.
- VI. **Responsibilities:**
 - a. Assist with the writing of social media content, e-newsletter copy, programs and specials related to the appropriate areas as assigned
 - b. Distribute table tents, posters and banners weekly
 - c. Collaborate with the Phoenix Club and UTIC coordinators to provide marketing support for programs, weekly specials, graphics, etc.
 - d. Collaborate with the multimedia specialist and assist with writing social media copy on numerous platforms
 - e. Collaborate with the University Union/Office of Student Life Programming Board to provide marketing for upcoming events
 - a. Open Mic/Karaoke, craft, bingo and trivia events, GB Nites, and other monthly programs
 - f. Collaborate with the University Dining Services marketing team and act as the Union marketing team's liaison
 - g. Maintain the University Union's style guide to be used across Union departments
 - h. Create a work project schedule to efficiently balance workload
 - i. Produce a file of all original materials developed for the University Union and other clients and regularly backup projects to the archives
 - j. Responsible for special project areas that will be assigned each semester
 - k. Attend weekly staff meetings.
 - l. Completion of all other duties assigned by the Marketing & Graphics Specialist
- VII. **Qualifications:**
Students majoring in Marketing, Communications, English, Public Relations, Journalism, or a related field are highly encouraged to apply.

**All University Union employees must be enrolled in at least 6 undergraduate or 5 graduate credits per semester and have a minimum of 4 semesters of schooling left at time of hire.