I. **Title:** Marketing Assistant

II. **Description/Scope:** The Marketing Assistant is responsible for the development and implementation of market research strategies and campaigns for public relations. The Marketing Assistant will also serve as an advisor on proper marketing techniques and methods.

III. **Supervisor:** Assistant Director of Internal Support

IV. **Pay Rate:** $8.50/hour
   *Compensation according to the University Union Wage Rate Guidelines (updated summer 2016)*

V. **Time Commitment:** This position is required 15-20 hours per week during the school year, preferably between the hours of 8am and 5pm. This position may require some nights and weekends. During the summer, the Marketing Assistant must work 30-40 hours per week.

VI. **Responsibilities:**
   a. Serves as the primary manager of general promotional and program information to be included in the Fourth Estate, Campus Life emails, weekly table tents and the Retail Blog for the University Union and other campus programs and services.
   b. Develop and implement new ideas for display cases, sandwich board information, light box signage, napkin holders and Student Services door signage.
   c. Assist with the Coordinator of the comment card program within the University Union, including: its implementation, the collection of data and the results to the Assistant Director of Internal Support.
   d. Serve as a resource for the Union staff and others involved in the marketing process, offering advice on effective marketing techniques. This includes assisting in the training of these staff members relating to marketing issues and ideas (customer service, marketing, programming, etc.).
   e. Research and communicated current trends in higher education, University Union and Student Life issues to various staff members to keep them aware of changing needs.
   f. Assist the development, evaluation and tabulation of any research or survey projects initiated by the University Union.
   g. Preserve connections with the Student Organizations and other departments to collect information for the weekly table tents and the Retail Blog.
   h. Assist in text writing and copy editing for other University Union promotional pieces.
   i. Develop and maintain the advertising evaluation binder including copies and samples of: promotional materials, advertising timelines, evaluations of successful promotions and programs and plans for future programs and promotions.
   j. Design and implement various marketing plans within the University Union including development of weekly specials and activities to increase traffic and revenue.
   k. Attend weekly staff meetings.
   l. Complete other duties as assigned by the Assistant Director of Internal Support and Promotions Team Coordinator.

VII. **Qualifications:**
    The applicant should have a strong background in marketing and advertising principles. Knowledge of campus events, programs and University Union services is necessary. Written and oral communication skills are necessary. The Marketing Assistant must be cooperative, creative and organized.

**All University Union employees must be enrolled in at least 6 undergraduate or 5 graduate credits per semester while maintaining a minimum cumulative GPA of 2.5 and have a minimum of 4 semester of schooling left at time of hire.**

Updated: 05/16
Your University Union

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