**Program Development Assistant -**

**Marketing Emphasis**

Job Description - Revised 5/7/15

1. **SCOPE OF RESPONSIBILITIES**

The Program Development Assistant (PDA) reports to the Programming Team consisting of the University Services Associate II, Program Coordinators, and the Director of Student Life.

The Program Development Assistant is responsible for assisting with the implementation, promotion, and evaluation of a variety of activities and programs, publications, and services for the Office of Student Life. The emphasis of this position is marketing and graphic design; however, other programming responsibilities will be required.

**II. SPECIFIC RESPONSIBILITIES**

A. Conceptualize, design, and prepare posters, brochures, flyers, banners, and other promotional

materials as requested by Student Life Program Coordinators.

B. Assist with the implementation of marketing plans and advertising strategies to communicate with as many students as possible, including non-residential and non-traditional populations. Utilize as many resources and venues across campus as is feasible.

Perform general Program Development Assistant responsibilities, as needed, such as:

C. Provide support services to the Program Coordinators, including assisting with the execution of events (including set up and clean up), assembling mailings, keeping records and compiling reports, conducting research, etc.

D. Provide reception services for the Office of Student Life and AIC, including greeting visitors and providing general information, on occasion as needed. Act as a resource for all customers in Student Life. Work with other PDAs and the University Services Associate II to ensure coverage of the front desk at all times.

E. Act as a peer advisor to student organizations planning activities.

F. Promote student involvement in co-curricular activities through direct participation in workshops and presentations, such as Campus Preview Days, and in one-on-one student interviews.

1. Participate in staff meetings and supervisory one-on-one meetings, and meet with various staff or team members as needed. Provide input on policies and procedures.
2. Perform other duties as assigned.

**III. QUALIFICATIONS AND SALARY**

All University of Wisconsin-Green Bay Student Life employees are required to be enrolled for at least 6 undergraduate or 5 graduate credits per semester with a minimum cumulative GPA of 2.0 and be available to work at least 15 hours per week. Some evening hours throughout the year will be required. The Program Development Assistant will be compensated according to the Office of Student Life wage rates.

The applicant should have excellent organizational skills, strong verbal and written communication skills, initiative, the ability to both think independently and act as part of a team, comfort with public speaking, receptive to direction and feedback, and flexibility/adaptability. Experience with graphic design is required. Experience with Microsoft Word is necessary. The Program Development Assistant must enjoy working with people and be creative.

Program Development Assistants are ineligible to hold a position on the Segregated University Fee Allocation Committee (SUFAC).