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 and Internal Support Manager

IV. **Pay Rate:** $9.25/hour  
*Compensation according to the University Union Wage Rate Guidelines (updated summer 2017)*

V. **Time Commitment:** This position is required 10-15 hours per week during the school year, often working programs or events at night/on the weekend.

VI. **Responsibilities:**
   a. 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.).
   b. Distribution of posters, banner and table tents weekly.
   c. Design and implement various marketing plans within the University Union including development of weekly specials and activities to increase traffic and revenue.
   d. Attend weekly staff meetings.
   e. Maintain and sustain a thorough understanding of social media, web and design program trends.
   f. Support internal/external departments with marketing and public relations efforts (i.e. FOCUS R&R, Orientation and GB Week).
   g. Administer effective advertising and marketing campaigns to increase levels of participation in Union programs.
   h. Assist with editing University Union website.
   i. Knowledgeable about campus events, programs and Union services.
   j. Photograph events put on by the University Union or other events/programs put on by the University.
   k. 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. Knowledge of social media forums and photography skills preferred but not required. The Marketing and Programming Assistant must be cooperative, creative and organized. Website coding and experience is not necessary.

   **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: 04/10/2018**