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.**

Updated: 01/04/22