Program Assistant for Communications and Marketing of Intercultural Engagement

The Program Assistant for Communications and Marketing Assistant of Intercultural Engagement is responsible for assisting with creating and implementing marketing initiatives and strategies for Intercultural Engagement. This includes, but is not limited to, designing marketing materials (posters, flyers, brochures, etc.), working with the Program Assistant for Web and Multimedia to maintain the Intercultural Engagement pages, and implementing social media strategies for Intercultural Engagement’s social media venues. As a staff member working closely with Intercultural Engagement, a student in this role will be expected to have an interest in and commitment to learning about topics related to diversity and social justice. Respectively, this individual should demonstrate the ability to be inclusive, creative and engaging across diverse interest when developing marketing materials, web and social media content.

As a staff member with the Division of Student Affairs working in the Office of Student Development, the Program Assistant for Communications and Marketing of Intercultural Engagement will also be expected to contribute to the implementation of the Office of Student Development Vision Statement, to value and empower fellow students, and to assist with various duties in the Office of Student Development when needed. This position should expect to work closely with students and professional staff to complete the responsibilities listed below.

**Specific Responsibilities**

- Assist the Intercultural Engagement staff with developing a comprehensive marketing strategy for Intercultural Engagement initiatives and programming.
- Design and distribute marketing/promotional pieces for Intercultural Engagement; this may include promotion in display cases, table tents, web site, distribution of flyers and posters to on-campus offices and off-campus partners, and working with student organizations to help market intercultural events.
- Act as an onsite contact at Intercultural Engagement.
- Attend Intercultural Engagement team meetings.
- Create and distribute weekly listserv email event reminders.
- Work with the Program Assistant for Web and Multimedia to maintain Intercultural Engagement webpages. (HTML knowledge extremely helpful.)
- Create promotional videos and arrange for their distribution and viewing.
- Other duties as assigned.

**Qualifications**

- Good standing with the University (both academic and disciplinary)
- Advertising/Marketing/PR knowledge and experience
- Macintosh computer skills and experience in Adobe Creative Suite and other desktop publishing software
- Possess strong verbal and written communication skills
- Experience with and/or interest in student activities, programming (general or diversity focused), or leadership development
- Strong organizational skills
- Ability to be creative, innovative, and resourceful
- Ability to take initiative, work independently and accept individual responsibility for projects or assignments
- Experience with publication design
- HTML editing and video editing skills preferred
- Commitment to values compatible with and supportive of Marquette’s mission as a culturally diverse, Catholic, Jesuit university

**Remuneration**

- Ten hours per week, $9.00 per hour, 30-32 weeks

This position is supervised by the Coordinator for Intercultural Engagement.

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