Program Assistant for Student Affairs Communications and Marketing

The Program Assistant for Student Affairs Communications and Marketing is a student staff member in the Office of Student Affairs, directly supervised by the Student Affairs Communications Director. The Program Assistant for Student Affairs Communications and Marketing is responsible for using graphic design experience and skills to assist in the development of Office of Student Affairs and related areas publications and for assisting with creating and implementing marketing initiatives and strategies for program initiatives (e.g. New Student and Family Orientation, fall programming for the first six weeks of the semester, social norming campaign, and other projects as assigned.)

The Program Assistant for Student Affairs Communications and Marketing will also be expected to contribute to the implementation of the Division of Student Affairs Vision Statement, to value and empower fellow students, and to assist with various duties in the Center For Leadership, Service, and Involvement (CLSI) and/or the Office of Student Development when needed. Members of the Division of Student Affairs perform their work in a highly collaborative environment and should expect to work closely with student and professional staff to complete the responsibilities listed below.

Specific Responsibilities

- Design, produce and distribute marketing/promotional pieces for the Division of Student Affairs; this may include promotion in display cases, table tents, web site, distribution of flyers and posters to on campus offices and off campus businesses and reaching out to various campus constituencies to promote events and initiatives (e.g. social norming/marketing campaign, music programs, alcohol programs, RA recruitment, and others).
- Attend Communication Team meetings and other meetings with campus partners as necessary.
- Maintain up to date content on DSA website. HTML knowledge would be e benefit.
- 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
- Strong oral and written communication skills
- Experience with and/or interest in student activities, programming, or leadership development
- Strong organization skills
- Creative and resourceful
- Ability to 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
- 20-31 weeks (position begins July 1 and runs through February 28)

Updated January 2014