



# STUDENT EMPLOYEE JOB DESCRIPTION

## ADMINISTRATION

### Marketing Student Assistant

#### General Job Summary:

University Center & Special Events (UCEN) is currently seeking a responsible, self-motivated, enthusiastic and creative individual to assist the Communications Coordinator with the ongoing work and development of marketing materials and promotional initiatives. The position will be responsible for assisting with social media and on-line initiatives, trade show and event planning, creating or updating presentation and design files, and communicating with internal and external creative service providers and media groups. Additional duties may include assisting customers with event planning and scheduling room and event reservations, directing guests and visitors of campus, answering and routing incoming phone calls and questions, and completing general clerical work and other duties as assigned. Individuals must be able to work evenings, weekends and special events as needed.

#### 1. Duties and Responsibilities:

- Assist with the development and implementation of brand building and integrated marketing communications plans that help position the University Center & Special Events across campus and with external clients.
- Assist with the development and creation of social media promotional initiatives and strategies. Identify social media marketing trends and news, and be able to socialize appropriate posts via Twitter, Facebook, Instagram, Pinterest, etc.
- Create, design and distribute advertisements, print and other promotional items. Maintain campus promotional displays as needed.
- Perform marketing research data and analysis of competitors and/or target markets. Maintain and update database files.
- Compose, edit and coordinate press releases, newsletters, and various other internal and external communications.
- Maintain and update website materials. Develop and create on-line promotional initiatives and strategies.
- Greet guests and visitors to the university at the Information Desks or events. Provide accurate information and directions to the general population about the campus and UCEN facility spaces and services.
- Attend/work tradeshow events while representing UCEN in a professional manner.
- Answer and direct phone calls and radio as needed. Be able to communicate effectively with customers, staff, and set-up crew so that event details are related accurately and in a timely manner.



- Must be able to work evenings, weekends and/or special events as needed.
- May require light lifting/carrying and running errands.
- Complete general clerical work and other duties as assigned.

## **2. Work Schedule**

Hours will vary depending on your schedule, but the general business hours are as follows:

Monday-Friday: 8:00 am - 5:00 pm

Some evenings and weekend shifts may be required: 7:00 am – 11:00 pm

## **3. Adhere to all TAMU rules and regulations and abide by the Aggie Code of Honor.**

## **4. Minimum Qualifications:**

Individuals must possess the ability to be punctual, reliable and professional. Must be able to multi-task in a fast-paced environment, see projects through to completion, and possess the ability to work independently or with a team as needed. Extensive software skills, as well as Internet research abilities, excellent writing, editing, and strong communication skills, and knowledge of the campus are a must. Candidates with previous experience in marketing, PR, advertising, web, graphic design, or photography are preferred. Experience or familiarity with Adobe Creative Suite programs such as Illustrator, InDesign, and Photoshop, or website management such as WordPress is a plus!

Must be able to work some evenings, weekends, and/or special events as needed.

Must submit application with a copy of resume, updated class schedule, and a sample portfolio (design, photography, or copywriting).

## **5. Learning Outcomes**

- Students will produce original creative artwork and designs to be part of print and digital media communication to promote UCEN services and events.
- Students will demonstrate creative design software and equipment proficiency in Adobe Creative Suite programs, photography and videography.
- Students will articulate the value of a diverse and global perspective to understand and demonstrate sensitivities to individuals' preferences while curating content for marketing and branding elements.
- Students will communicate UCEN brand messages clearly through written and oral form including via website and social media channels.

## **6. Starting Pay: \$8.25/hr**