Job Description

Position Title: Marketing Assistant, Marketing Team
Title of Supervisor: Associate Director
Payrate: Starting at $15.00 per hour
Schedule: 12-20 hours/week

General Scope of Position
This position has broad responsibilities that include general assistance for Student Leadership and Engagement (SLE), the Associated Students of the University of San Francisco (ASUSF), and the Associated Graduate Students of the University of San Francisco (AGSUSF). Specifically, the Marketing Assistant will work on projects and tasks related to marketing and outreach for all SLE programs, events and services as well as SLE’s broader efforts to promote student involvement through campus programs and events.

Specific Duties and Responsibilities
• As a member of the Marketing Team, provide information, resources and outreach about SLE, ASUSF, AGSUSF and related programs, events and services
  o Utilize social media to connect with students through Facebook, Twitter, Instagram, and more
  o Publicize and attend student events
  o Assist with the development and publishing of website content for SLE and related student organizations
  o Assist with the creation and publishing of The Phoenix weekly e-newsletter
  o Assist with the development and distribution of marketing materials, brochures, and applications
• Assist with the development and implementation of marketing efforts to promote student involvement
  o Develop and update content for marketing materials including brochures and informational flyers
  o Propose, develop, and manage distribution of appropriate promotional items
  o Maintain updated calendars that reflect and share information about campus events
  o Maintain updated campus bulletin boards that reflect and share information about campus events
  o Maintain records and create reports on marketing efforts and results
  o Provide support for marketing efforts of all SLE programs and events
  o Provide support for the Student Rewards Program and other incentive based efforts to encourage involvement
  o Research involvement campaigns at other institutions
• Perform clerical duties including answering phones, data entry, copying, faxing, receiving/distributing mail and other materials, running errands, keeping office area clean, maintaining calendars, making appointments, greeting visitors, and responding to general inquiries
• Participate in meetings, trainings, and other scheduled activities
• Assist with other projects and tasks as assigned

Qualifications
• Marketing skills and experience with social media and HTML preferred
• Excellent interpersonal, verbal, and written communication skills
• Computer skills including MS Word and MS Excel required; familiarity with Google applications, internet research, social media, OrgSync, and other online tools preferred
• Ability to multi-task, prioritize, and meet deadlines
• Positive attitude, friendly and professional
• Reliable, good follow-through
• Independent self-starter, able to take initiative
• Understanding of leadership and business principles and/or desire to learn
• Familiarity with SLE/ASUSF programs and responsibilities associated with the position
• Commitment to work in a culturally diverse environment and to contribute to the mission and goals of SLE/ASUSF and the University
• Minimum cumulative GPA 2.0 and good disciplinary standing at USF
• Work Study preferred
Time Commitment
Training will take place throughout the year including August 6–17, 2018 (10 am to 5 or 6 pm, depending on schedule) plus one additional work shift (6 hours) scheduled during New Student Orientation on August 18-20, 2018. During the academic year, work must be regularly scheduled during business hours of 9 am to 5 pm, Monday through Friday, for 12-20 hours per week. Preference will be given to applicants who identify availability in 4 hour time blocks (for example, MWF 9 am–1 pm). Specific schedule will be set at time of hire. Marketing Assistants are required to return to work on January 17, 2019 for spring semester.

Application
Information and online application can be found at myusf.usfca.edu/student-life/sle/join-the-team. Applicants will be asked to answer several questions and submit contact information for two references and a resume. Priority deadline for consideration of applications is 5 pm on Friday, April 20, 2018. Top candidates will be contacted for an interview, and final selections will be made by Monday, May 7, 2018.