

Student Marketing Team Job Description

Location: SLSC, Building 23, Lakewood Campus

Department: Student Life

Reports to: Department of Student Life Staff

Hourly Rate: \$18.50/ Hour

The Student Marketing Team (SMT) is responsible for assisting with the promotion of events, activities, programs, and initiatives housed within the Department of Student Life. SMT members will help create and maintain a strong in-person presence on campus with in-person marketing campaigns, updating bulletin boards around campus, maintaining student life table tents across campus, and more. SMT members work on average 8-12 hours per week, with a maximum of 19 hours a week, and is dependent on student availability.

Job Responsibilities:

- Promote upcoming events, activities, services and more around campus via in-person marketing opportunities
- Engage with CPTC students via tabling and pop up marketing events
- Update marketing materials across campus including bulletin boards, table tents, A-frames, and yard signs.
- Help prepare and cut printed advertising materials like posters, handouts, brochures and more
- Regularly attend department sponsored events
- Research current advertising & marketing trends to connect with our student population
- Explore creative methods for promotion and outreach
- Attend and participate in regular team meetings & team specific trainings
- Attend and participate in regularly scheduled All Team meetings & trainings
- Maintain and build legacy files
- Help staff department events and programs as needed
- Participate in the Student Life Summer Training Series

Other Duties Assigned:

- Administrative tasks as assigned
- Communicate effectively with and complete tasks assigned Student Life Staff
- Complete the TPCHD Food Safety Training course, FERPA training and other training courses as needed
- Staff the Mobile Food Bank as needed
- Other duties as assigned