

## **Student Marketing & Graphics Team Job Description**

**Location:** SLSC, Building 23, Lakewood Campus

**Department:** Student Life

**Reports to:** Department of Student Life Staff

**Hourly Rate:** \$17.00 hour

The Student Marketing & Graphics Team (SMT) is responsible for the graphic design and overall 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 and online presence via social media and other virtual platforms. Graphic design, social media management, photography, and/or writing skills are highly desired. Available positions include graphic designers, social media manager, event photographer, blog writer, in-person marketing. 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:**

- Create & design print promotional materials for Department sponsored events, activities, programs and initiatives including but not limited to flyers, table tents, handouts, logos, t-shirts, department branded swag, and more.
- Create & design digital promotional materials for Department sponsored events, activities, programs and initiatives, including but not limited to social media images, campus wide signage, zoom backgrounds, power point backgrounds, logos.
- Create and maintain a social media posting schedule for daily social media posts to our Student Life Facebook and Instagram pages
- Schedule daily social media posts using a web-based social media platform
- 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 such as posters and table tents across campus
- Regularly attend department sponsored events, taking quality photos and note standout items to report in a blog post.
- Research current advertising & marketing trends to connect with our student population
- Utilize Trello to organize and track progress on current and future projects
- Explore creative methods for promotion and outreach
- Hold regular office hours throughout each academic quarter
- Attend and participate in weekly team meetings & team specific trainings
- Attend and participate in regularly scheduled All Team meetings & trainings
- Maintain and build legacy files
- Manage multiple projects and meet all project deadlines
- 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