University Housing
Student Employee Position Description

Job Title: Student Marketing Assistant – Copy Writer

Department: Communications & Marketing

Reports To: Senior Communications Coordinator

I. Summary of the Position

The Student Marketing Assistant – Copy Writer, under the supervision of the Senior Communications Coordinator, helps to develop creative and engaging content to execute across print and digital platforms that help strengthen brand presence and support the operations and activities of University Housing.

II. Position Duties

General:

- Collaborate with a creative team that includes student and full-time Communications & Marketing staff to strategize creative marketing solutions, create promotional and educational content and execute marketing campaigns.
- Research new avenues for promotion and storytelling, and brainstorm unique ways to create buzz about University Housing programs, services and the on-campus residential experience.
- Participate in regular all-staff marketing meetings.
- Cover University Housing events, programs and outreach initiatives for storytelling content on various platforms.

Specialized to Position:

- Strategize and craft creative copy for print and digital marketing materials that include, but are not limited to, posters, banners, flyers, brochures, digital displays, email, newsletters, blogs, video scripts and web.
- Assist with managing and updating the editorial calendar.
- Assist the Student Marketing Assistant – Social Media with University Housing social media efforts.
- Stay up to date on marketing best practices and current trends to maintain relevant and engaging content strategies.
- Input data from marketing analytics and draw insights from data for a better understanding of content strategy.
- Accept other duties and responsibilities as assigned by the Senior Communications Coordinator or Senior Assistant Director Communications & Marketing.

III. Knowledge, Skills, and Experience Required

- Above average writing, communication and/or editing skills.
- Experience with AP Style Guide.
- Understanding of marketing and communications principles (this could be obtained through coursework or class projects).
- Experience and understanding of social media platforms, including Facebook, Twitter, Instagram, YouTube and Snapchat.

IV. Training/Learning Goals
- Strategic Planning: Learn to plan and write for a large, multi-channel marketing campaign.
- Content Creation: Conceptualize, craft and publish creative, engaging and relevant content.
- Research and Analysis: Analyze marketing metrics to determine potential future opportunities for strategy and content development.
- Teamwork and Collaboration: Work in a highly collaborative environment where communication and collaboration are a must.

V. Organizational Relationship
- The Student Marketing Assistant – Copy Writer is supervised by the Senior Communications Coordinator and works closely with the other Communications & Marketing staff.

VI. Physical Requirements
- Most work will be accomplished in a typical office setting but will include frequent visits to various University Housing and campus locations.
- Nights and weekends may be required.

VII. Working Environment
- The Student Marketing Assistant – Copy Writer works closely with the Senior Communications Coordinator and other Communications & Marketing staff to ensure project workflow, meet deadlines and produce quality work.
- Must have scheduling flexibility to be available for University Housing events and programs that can occur either during typical work hours of 8 a.m. - 5 p.m., and evening and weekend hours.
- Day-to-day work requires the ability to organize and coordinate multiple projects, while working individually and with a team.