University Housing
Student Employee Position Description

Job Title: Student Marketing Assistant – Graphic Design

Department: Communications & Marketing

Reports To: Marketing Associate – Graphic Design

I. Summary of the Position

The Student Marketing Assistant – Graphic Design, under the supervision of the Marketing Associate – Graphic Design, helps to conceptualize, design and produce engaging promotional and educational materials that 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 and projects.
- Research new avenues for promotion, 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.
- Assist in covering University Housing events, programs and outreach initiatives for social media stories and posts via photos and video.

Specialized to Position:
- Conceptualize and design print and digital marketing materials that include, but are not limited to, logos, posters, banners, flyers, brochures, digital displays, campaigns and social media and web graphics.
- Create multiple options/suggestions for graphic design solutions, work with Communications & Marketing staff to refine those options and create press-ready final work.
- Assist in photoshoots and adjusting digital photos for printing and website purposes.
- Accept other duties and responsibilities as assigned by the Marketing Associate - Graphic Design or Senior Assistant Director Communications & Marketing.

III. Knowledge, Skills, and Experience Required
- Understanding of graphic design, marketing and communications principles (this could be obtained through coursework or class projects).
- Ability to communicate design process and decisions to others.
IV. Training/Learning Goal
- Problem Solving: Develop critical thinking and problem-solving skills for campaign/project planning, design and creation.
- Content Creation: Conceptualize and develop creative visuals for multi-channel marketing campaigns and promotions.
- Knowledge and Skills: Develop an understanding of the principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics and the construction of meaningful images.
- Teamwork and Collaboration: Work in a highly collaborative environment where communication and collaboration are a must.

V. Organizational Relationship
- The Student Marketing Assistant – Graphic Design is supervised by the Marketing Associate – Graphic Design 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 – Graphic works closely with the Marketing Associate – Graphic Design and other Communications & Marketing staff to ensure project workflow, meet deadlines and produce quality work.
- Must have scheduling flexibility to be available for some 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.