STUDENT INVOLVEMENT
UNIVERSITY OF NEBRASKA-LINCOLN

Content Area: Student Involvement Marketing and Communications (SIMC)
Job Title: Graduate Assistant, Marketing and Communications-Programmer
Hours Per Week: 20
Position Reports to: Mike Jackson
Work Location: 200 Nebraska Union
Compensation: monthly stipend plus some tuition remission and subsidized health insurance
Position is available: **10 month position**

Basic Functions: Build and deploy web applications suiting needs of a student driven internal agency providing marketing and promotion of Student Involvement events and programs. Maintain a dedicated Linux Server, which hosts these applications. Interact with clients to understand and conceptualize applications.

Student Involvement Responsibilities   10%
1.   Participate as an active staff member in all Student Involvement training, orientation, and staff development meetings, programs and committees.
2.   Assist in the development of collaborative projects across other SI content areas whenever possible.
3.   Assist in the development of collaborative projects with other campus offices/ departments/divisions as opportunities arise to help achieve the goals and mission of Student Involvement.
4.   Assist students and other customers of Student Involvement as needed.

Content Area Responsibilities   90%

Account Executive Responsibility: 40%
1.   Reviews creative brief, communication goals, activities and vehicles with Assistant Director/Creative Director; writes creative brief or marketing plan when needed.
2.   Participates in concept review with client and Creative Director; manages project deadlines; oversees proof-reading processes; orders copy or print services; manages final proof approval process; documents project workflow in database; collects and files project paperwork and samples.
3.   Assist in the development and execution of department-wide promotional activities including (but not limited to) Big Red Welcome, Red Letter Days, New Student Enrollment, and Big Red Road Show.
4.   Help the Assistant Director in setting up Assessment Goals and forms dealing with the Student Involvement Strategic Plan.

Programming Responsibility: 50%
1.   Develop web applications to enhance marketing and promotional campaigns for Student Involvement using Django, Python, JQuery, Javascript, PHP, XHTML, HTML, Twig Templates in the Content Management System, CSS and Git or other version control software.
2.   Work with Assistant Directors, program area Graduate Assistants and administrators to develop and implement effective technological applications that lower barriers to student involvement.
3.   Program effective admin interfaces for Student Involvement users.
4.   Maintain the Student Involvement server and troubleshoot server errors.
5.   Collaborate with Information Strategies Graduate Assistants to utilize and implement technological applications and web strategies in promotional and marketing campaigns and materials.
6.   Work with undergraduate graphic designers, web and database management personnel to produce and execute effective campaigns and projects.