## Basic Function:

Provide marketing, administration, and creative assistance to the daily operations of a student driven internal agency providing marketing and promotion of Student Involvement, Nebraska Unions and OASIS events and programs.

### 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 Student Involvement 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.

### Marketing and Communications Responsibilities 90%

#### Social Media
1. Develops and manages appropriate social media presence on the Student Involvement platforms (Facebook, Twitter, SproutSocial, and Instagram)
2. Work with Assistant Directors, program area Graduate Assistants and administrators to develop effective social media practices and presence.
3. Develop content and utilize analytics in setting goals and developing objectives, implement effective navigation and workflow strategies, and enhance interactivity and user engagement.

#### Marketing Management
1. Serve as mentor, team leader, and lead designer for undergraduate graphic design students.
2. Collaborate with Student Involvement staff to utilize and implement effective design strategies in both print and web-based promotional and marketing campaigns.
3. Write marketing plans based on research results.
4. Reviews and creative brief, communication goals, activities and vehicles with Assistant Director; writes creative brief or marketing plan when needed.
5. Participates in concept review with client and Creative Director; oversees proof-reading processes; orders copy or print services; manages final proof approval process.
6. Documents project workflow in database; collects and files project paperwork and samples.
7. Manage digital archives and oversee archiving current work along with daily updates and collaborate with the SIMC staff to enhance website functionality.
8. Work with Assistant Directors, program area Graduate Assistants and administrators to develop effective web practices and presence for college student demographics.
9. Assist in the development and execution of department-wide promotional activities including (but not limited to) Big Red Welcome, Red Letter Days, and New Student Enrollment.
10. Contribute to the large-scale assessment plan for Student Involvement and Marketing Communications as part of the Student Involvement strategic plan and assessment initiatives.

### Preferred but not Required Qualifications
1. Knowledge of Adobe Creative Suite
2. Knowledge of social media platforms and digital marketing

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