

Marketing Coordinator

Job Description The Social Marketing Team, a program area of Student and Community Involvement is looking for part-time marketing coordinator. We are looking for a self-motivated, committed, detail-oriented undergraduate student with excellent oral and written communication skills who has the ability to market events. Ability to make effective decisions, multi-task, work in a team environment, communicate through multiple mediums is a must. Applicant must be proficient in Microsoft Office - Word, PowerPoint, Outlook.

Job Duties

- Meets with Student and Community Involvement Directors weekly to determine needs
- Gather marketing materials such as video URLs, photos, press releases
- Create an advertising plan for project completion and meets deadlines
- Input data to flow to graphic designers, videographers, photographers, etc.
- Write informative descriptions for online posts and press release to market events to our audiences
- Post to social media platforms
- Enters events into events.frostburg.edu
- Assess marketing efforts

Work Schedule The Marketing Coordinator will work approximately 6-12 hours/week including MANDATORY attendance at bi-weekly team meetings. Work schedules will be determined at the beginning of the semester based upon classes. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017.

Pay **\$9.25/Hour**

Work Environment The Marketing Coordinator will work in the Social Marketing Team Office in Lane University Center 233 on one of four Mac computers utilizing the following software: Microsoft Office Suite, BobcatConnect, and Carousel. The attire is business casual which includes a Social Marketing Team polo.

Education Applicants for this position are expected to have at least 90 credits and preference will be given to students who have worked at least one year with the Social Marketing Team. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017. Exceptions may be made with demonstration of skill.

Learning Outcomes

- Student employees will be able to write short social media posts, event descriptions and press releases based on various audiences.
- The Marketing Coordinator will be able to create/follow an advertising plan and delegate workflow tasks to other team members.
- Students will be able to gather photos, videos, descriptions to market events.
- Students will be able to enter data into an online form
- Students will work in a professional and courteous manner.
- Students will be able to communicate with clients as well as the Social Marketing Team and plan work accordingly.
- The Marketing Coordinator will be able to run an effective meeting and seek to improve the skills of the team as a whole.
- Students will be able to effectively use Microsoft Office to communicate and schedule appointments.
- Students will be able to assess advertising efforts and develop a plan of action.