

The Lair – Media and Marketing Coordinator

The Media and Marketing Coordinator will assist the Office of Campus Activities with a variety of creative artwork, designs, and publicity materials. This position plays an important role in the branding and overall image of the Office of Campus Activities, specifically with programming offered by The Lair staff. Some duties may require specialized experience and/or knowledge.

Duties:

- Create advertisements in various formats including but not limited to flyers, banners, signs, web graphics, newspaper ads, social media, etc.
- Serve as a designer as needed for Registered Student Organizations wishing to promote events and programs.
- Create promotional items or publications like brochures, pamphlets, or calendars
- Work in conjunction as needed with the Campus Activities Board
- Serve as a photographer at various Office of Campus Activities events
- Establish and maintain a social media presence for The Lair, its staff, and its programs via Facebook, Twitter, and other means.
- Assist staff with additional requests as they arise.
- Performs other related tasks as assigned.

Basic Qualifications:

- Must intermediate to advanced working knowledge of Adobe Creative Suite, specifically Photoshop, and Illustrator, and Microsoft Office. Also beneficial is knowledge of Flash and HTML.
- Takes initiative, accountable, reliable
- Ability to self-motivate with little or no supervision
- Willing to seek web and campus resources to find answers to software questions
- High level of interpersonal skills.
- Ability to brainstorm, cooperate, and contribute in a team environment

Student Employee Learning Outcomes:

As a result of development opportunities, training and work experience, student employees will be able to:

- Create designs, concepts, and sample layouts based on knowledge of layout principles and esthetic design concepts
- Research and develop new materials and methods for improving marketing efforts of the Office of Campus Activities.
- Prepare illustrations or rough sketches and communicate effectively with customers and staff
- Constructively receive and apply professional feedback
- Clarify academic focus and career goals by applying classroom knowledge to work situations
- Exhibit ability to work with scheduled deadlines.
- Develop a portfolio of quality work to aid in future employment

Hours:

The Graphic Artist will work a flexible schedule but possibly not more than 8-10 hours per week. This position is available for Federal Work Study or may be taken for internship credit. For internship information and eligibility, please contact the Career Services Office.

Additional

Applicants are required to submit three work samples with their application. This can be the URL to an online portfolio or samples attached to the application that contain the applicant's original, generated design work. **These items must be submitted in order for the application to be complete.**

Completed applications should be sent to Craig Robertson, Director of Campus Activities at croberts@mckendree.edu for review.