

# Office of Campus Activities – 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 The Lair, Campus Activities Board, and Campus Recreation. Some duties may require specialized experience and/or knowledge.

## **Duties and Responsibilities:**

- Create content in various formats including but not limited to flyers, banners, signs, web graphics, newspaper ads, social media, etc.
- Meet with assigned areas to promote ongoing efforts, events and programs.
- Create promotional items or publications like brochures, pamphlets, or calendars
- Serve as a photographer at various events
- Establish and maintain a social media presence for the Office of Campus Activities, its staff, and its programs via Facebook, Twitter, Instagram, and other means.
- Assist staff with additional requests as they arise, including but not limited to, customer service, implementation of promotional events, and general office assignments.
- Performs other related tasks as assigned.

## **Basic Qualifications:**

- Basic understanding of introductory marketing and communications principles.
- Must have intermediate to advanced working knowledge of Microsoft Office (Word, PowerPoint, Excel). Also beneficial is knowledge of Flash and HTML. Other graphic program knowledge (Adobe Creative Suite, specifically Photoshop, and Illustrator) helpful.
- 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.
- 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 coordinator 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.

Questions should be sent to Craig Robertson, Director of Campus Activities at [croberts@mckendree.edu](mailto:croberts@mckendree.edu).