

Experiential Learning Marketing Associate Job Description

JOB TITLE: Student Marketing Associate

DIVISION AND DEPARTMENT: Marketing Department

ESTIMATED HOURS PER WEEK: up to 10 hours per week

JOB SUMMARY:

The Student Marketing Associate assists in day-to-day operations and assists with Donnelly College's Instagram, TikTok, Facebook, and Twitter content. The Student Marketing Associate will work with Donnelly's Marketing team and directly report to the Marketing and Digital Media Coordinator.

ESSENTIAL FUNCTIONS

- Produce engaging content for all major social media platforms.
- Assist in promoting special events.
- Create and update marketing images for events and social media using Canva.
- Help with student outreach and involvement for content.
- Assist in planning and writing monthly eNewsletter and Digest Articles.
- Give campus tours to Donors and guests.
- Assist with administrative tasks and other duties as assigned.

BENEFITS:

- Industry Mentorship
- Networking Opportunities
- Marketing Training

QUALIFICATIONS

- Excellent written and verbal communication skills.
- Dependable, punctual, and outstanding attention to detail.
- Must be organized and work in a planned manner.
- Must have the ability to work independently and as a team member.
- Must have an excellent professional demeanor and be self-motivated.
- A candidate with a flexible schedule is preferred but not required.

REQUIRED (OR PREFERRED) SKILLS, KNOWLEDGE, AND ABILITIES

- Essential knowledge of social media, content creation tools such as smartphones, and video editing.
- Have good communication skills, both written and oral, and interact with others in a friendly manner.

Outcomes of Position:

The student develops transferrable competencies and the ability to articulate them, to help them transition to professional life.

The student's experience has a real-world context or an applied setting. The experience includes potential for failure with manageable consequences.

The student completes assignments which are evaluated with feedback from the Supervisor.

The experience includes cycles of intention and reflection, as well as experimentation with what is learned.

The student seeks skill improvement through discipline or industry-specific application.

The student analyzes key features of their learning environment and evaluates their process as learners.