**Work Study Job Description**

**Advancement Office**

JOB TITLE: Advancement & Marketing Work Study

DIVISION AND DEPARTMENT: Advancement & Marketing Office

ESTIMATED HOURS PER WEEK, PER STUDENT: 9

JOB SUMMARY:

Under the general supervision of the Office of Advancement & Marketing, students will assist with outreach calls and emails, filing, event planning, social media, ordering of supplies, and the overall functions of the Advancement & Marketing Office.

ESSENTIAL FUNCTIONS

Advancement

* Make outreach calls to donors and alumni thanking them for gifts and gathering contact information
* Prepare correspondence by mail and/or email
* File and organize Advancement documents
* Assist in the planning and implementation of Advancement special events
* Run occasional errands and help with other Advancement duties, as assigned

Marketing

* Assist in the planning of social media campaigns specifically to drive current student engagement
* Run quarterly social media engagement analysis of all social pages and make recommendations
* Keep track of merchandise inventory and alert Marketing Coordinator when re-orders should happen
* Assist with concept and design of spirit store merchandise
* Order business cards, nametags, nameplate and create door signs

QUALIFICATIONS

* Excellent written and verbal communications 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 a strong customer service orientation, the ability to use good judgement, and exercise discretion
* Must have excellent professional demeanor and self-motivated

REQUIRED (OR PREFERRED) SKILLS, KNOWLEDGE, AND ABILITIES

* Strong phone etiquette and keyboarding skills
* Working knowledge of basic office equipment and machines
* Have good communication skills, both written and oral, and interact with others in a friendly manner