

**Organization Name:** Office of Student Life (Marketing Team)

**Job Title:** Editorial Project Manager

**Reports to:** Leah Erben (Marketing Communications Manager)

**Job Objective:** Assist with creative development, manage content calendar, edit short-form promotional content, lead and provide feedback to two Student Life content writers, write copy, and assist in managing the Division of Student Affairs' weekly email-based newsletter.

**Responsibilities:**

- Manages content calendar for DSA Laker Weekly newsletter
- Works collaboratively with the Digital Marketing Staff Assistant to meet weekly deadlines
- Manages and leads two content writers
- Provides editorial review for all content within AP style standards
- Assists in the creative development of marketing content for the Office of Student Life
- Assists with writing or rewriting content from various sources to meet student-friendly tone
- Creates copy for Office of Student Life print materials, publications, websites, etc.
- Develops and presents training sessions for staff as needed on relevant topics
- Collaborates on special projects with the Marketing Project Manager
- Maintains communication via Outlook, Slack, and Trello

**Required qualifications:**

- Must be current GVSU student enrolled in at least 6 credits
- Experience with providing editorial feedback
- Strong grasp of grammar, punctuation, and natural/informal English
- Strong organizational and time management skills
- Able to work independently and with a team
- Able to effectively communicate with a variety of audiences
- Proficient in Microsoft Office and Google Drive
- Available to work 14-18 hours between 8 a.m. – 6 p.m., Monday – Friday

**Preferred qualifications:**

- Active in some part of Student Life
- Experience writing/editing in AP Style
- Availability outside normal office hours for occasional special meetings and projects
- Proactive and self-motivated work style
- Majoring in writing, English, advertising/public relations, marketing, or a related field

**Compensation:** Starts as a level 4A and increases based on time in the position.

**Description of organization:** The Office of Student Life strives to engage students in a variety of experiences that will offer opportunities for personal growth and development, balanced with academics. Through the many programs, services, and leadership opportunities offered, students are provided with a collaborative environment to gain skills that will shape their lives, their professions, and their societies.