

Organization Name: Office of Student Life
Job Title: Digital Marketing Staff Assistant
Reports to: Leah Erben (Marketing Communications Coordinator, Office of Student Life)



Job Objective: Assist with the management of websites and email marketing for the Office of Student Life

Responsibilities:

- Assists in managing 25+ websites across the department using GVSU's CMS
- Manages ADA Compliance for Office of Student Life websites and publications
- Provides insight from Silktide on website traffic and SEO
- Assists in building and developing multimedia emails using Emma for Office of Student Life programs
- Assists in building and testing the weekly DSA newsletter that is sent out to all GVSU students
- Develops and presents training sessions for staff as needed on relevant topics
- Collaborates on special projects with marketing project manager and editorial project manager
- Maintains communication via email and Slack

Required qualifications:

- Must be current GVSU student enrolled in at least 6 credits
- Experience with website management, user experience, and aesthetics
- Strong organizational and time management skills
- Able to work independently and with a team
- Proficiency in Microsoft Office and Google Drive
- Able to effectively communicate with a variety of audiences
- Available to work 12-16 hours in the Promotions Office between 8 a.m.–6 p.m., Monday–Friday

Preferred qualifications:

- Active in some part of Student Life
- Available to work outside normal office hours, including weekends if needed
- Interest in marketing, advertising, public relations, and technology

Compensation: Compensation starts as a level 4A and increases based on prior experience and 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 growth and development. Through the many programs, services, and leadership opportunities offered, students are provided with an environment to gain skills that will complement their academic programs and help prepare them for the future.

How to apply: Deadlines and information about applying for this position can be found online at gvsu.edu/promotions/apply