

**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 for the Office of Student Life, email marketing for the Division of Student Affairs, and divisional website projects

**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 website audit assistance for the Division of Student Affairs
- Assists in building and testing the weekly DSA newsletter and builds all affiliated online publications
- Collaborates on special projects with marketing project manager and editorial project manager
- Collects and presents data pertaining to newsletter analytics and website traffic
- Maintains communication via email and Slack

**Required qualifications:**

- Must be current GVSU student enrolled in at least 6 credits
- Interested in websites and digital marketing
- 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 in-person hours in the Promotions Office (Kirkhof 0008) between 8 a.m.-6 p.m., Monday-Friday during the academic year

**Preferred qualifications:**

- Active in some part of Student Life
- Available to work outside normal office hours, including weekends if needed
- Availability to work some hours over the summer (in-person or remote)
- Interested in marketing, advertising, public relations, and technology

**Compensation:** Compensation starts as a level 5A (\$12.20/hr) 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 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](https://gvsu.edu/promotions/apply)