

**Organization Name:** Office of Student Life  
**Job Title:** Digital Marketing Staff Assistant  
**Reports to:** Office of Student Life Marketing Coordinator



**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 and develops/updates with relevant staff
- 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 including Commencement, I am Grand Valley, Campus Life Night, etc.
- Builds and tests weekly Student Life newsletter in coordination with the editorial project manager
- Develops and presents training sessions for staff as needed on relevant topics
- Manages GVSU Events Calendar event submissions
- Collaborates on special projects with marketing manager
- Maintains communication via email

**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 10-14 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: <http://gvsu.edu/promotions/apply>