

**Organization Name:** Office of Student Life  
**Job Title:** Marketing Project Manager  
**Reports to:** Bobby Nielsen (Marketing Manager)



**Job Objective:** Assist with marketing campaigns and help strengthen and maintain the Office of Student Life brand.

**Responsibilities:**

- Assists in developing and managing campaigns for the Office of Student Life
- Collaborates on special projects with the Marketing Manager
- Works with clients for special projects
- Provides feedback and critical analysis of marketing initiatives
- Creates proposals and presentations and participates as a member of the Student Life Marketing Core Team
- Leads brainstorming sessions and develops content development and campaigns
- Sets up and facilitates focus groups
- Assists in creating and conducting surveys
- Analyzes data and reports to relevant staff
- Maintains communication via email
- Other duties as assigned

**Required qualifications:**

- Must be current GVSU student enrolled in at least 6 credits
- Advertising & Public Relations, Marketing major, or related field of study
- Strong organizational and time management skills
- Able to work independently and with a team
- Proficiency in Microsoft Office and Google Docs
- Able to effectively and confidently communicate to groups of people and to individuals
- Available to work up to 14-18 hours in the Office of Student Life between 8 a.m. - 6 p.m., Monday-Friday (possibly year-round)

**Preferred qualifications:**

- Active in some part of Student Life
- Available to work outside normal office hours, including weekends if needed
- Prior experience with focus groups, surveying, and digital marketing

**Compensation:** Paid- This position includes regularly scheduled weekly office hours between 8 a.m. – 6 p.m. Compensation increases with experience. Additional hours are available on a project by project basis.

**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>

