

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

OFFICE OF
STUDENTLIFE

Job Objective: Assists with marketing campaigns, helps strengthen and maintain the Office of Student Life brand, and collaborates on special marketing projects.

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 ideas 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 communicate to groups of people and individuals
- Available to work shifts between 8 a.m. - 6 p.m., M-F during Fall/Winter semesters (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: Starts as a level 4A and increases based on prior experience and time in the position with 12-14 hours/week. Additional hours may be 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>