

Job Title: Marketing Assistant

Organization Name: Office of Student Life (OSL)

Reports to: Leah Erben (Marketing Communications Manager) and the Marketing Project Manager (Student Lead)

Job Objective: Increase involvement in student organizations and Student Life events by supporting strategic marketing projects, leading campus outreach and tabling efforts, and serving as an ambassador for the Office of Student Life at campus events.

Responsibilities:

- Lead campus outreach and tabling efforts, representing Student Life at resource fairs and campus events
- Assist with marketing campaigns and complete tasks assigned by the Marketing Project Manager (assist with marketing projects, develop content, organize projects, write copy, and complete basic graphic design assignments)
- Participate in brainstorm meetings and assist with the development of marketing campaigns and social media content

Required qualifications:

- Must be a current GVSU student enrolled in at least 6 credits
- Comfortable talking to new people
- Enthusiastic about Student Life
- Interested in marketing, advertising, communications, event planning, and/or social media
- Available to work **4-6 hours** weekly during the academic year (summer hours may be available, but summer availability is not required)

Preferred qualifications:

- High-energy and involved in Student Life (student organizations, Fraternity & Sorority Life, Campus Activities Board events, Civic Engagement events, etc.)
- Available to work occasional evenings and weekends
- Prior experience working on marketing projects

Compensation: Compensation starts at a level 3A (\$14.23/hr) with merit-based increases available.

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.