Marketing and Social Media Coordinator Position Description, 2017-2018
OSU Program Council – Student Leadership & Involvement

The Marketing and Social Media Coordinator serves as the primary support for each event promotional plan as well as the overall marketing and promotion of OSUPC. This position works closely with the OSUPC Director, OSUPC Graduate Assistant, OSUPC Advisor, and OSUPC Event Coordinators.

Student Leadership & Involvement
Transformative Learning * Intentional Engagement * Conscious Community
Authentic Leadership * Social Justice

Student Leadership and Involvement (SLI) shapes campus culture through self-discovery, leadership development, collaboration, community building, and social responsibility with a myriad of active learning opportunities, preparing students to be catalysts for a more equitable and caring world.

Within SLI, the OSUPC’s Purpose: To plan and produce an array of diverse, high quality events to engage students and enhance student life. OSUPC is committed to serving the OSU community by upholding traditions and creating inclusive, engaging and entertaining programming. For the 2017-18 school year, we are seeking students who will think critically, creatively, and openly in a team-based environment.

Position Responsibilities:
- Work with Event Coordinators to create a detailed promotional plan for each event
- Manage and maintain OSUPC website
- Manage and maintain OSUPC social media outlets including Facebook, Twitter, Instagram, Snapchat, etc...
- Work with Studio 204 Graphic Designers and attend weekly studio meetings as needed
- Research marketing opportunities and events throughout the community
- Work with OSUPC Director and Advisor to develop and implement committee member recruitment and retention plan
- Work with OSUPC Director and Advisor to develop marketing plan for OSUPC organization
- Co-chair committee meetings with volunteer members as needed
- Attend and support OSUPC events as needed
- Attend weekly OSUPC staff meetings
- Uphold the values of Student Leadership & Involvement
- 2.5 hours per term on average to support signature SLI events and programming
- 2.5 hours per term on average for ongoing professional development and community building

Required Qualifications:
- Strong communication skills, written and interpersonal
- Ability to organize work, manage time, and follow through on tasks in a self-directed environment
- Experience with advertising, marketing, or outreach for events, projects or organizations
- Experience with social media management, website management
- Ability to work well in team oriented environment
- Must be currently enrolled OSU student in good standing for the term prior to selection and during entire period of employment, maintaining a cumulative GPA of 2.5 or above.

**Preferred Qualifications:**
- Prior involvement experience in leadership activities, student organizations, event planning and/or outreach activities
- Experience with Microsoft Office programs and file organization
- Experience working with various tools within Google Drive, i.e. Docs, Slides, Sheets, Forms
- Knowledge of/experience with graphic design, photography, videography, or other multimedia

**Terms:**
- Start date is May 21, 2017 for Spring Orientation
- Must commit to working between 12 and 14 hours per week, 8 of these hours completed in the office (including staff meetings, advising meetings, etc.)
- Must attend all sessions of Fall Orientation and Training
- Must be available to attend events and meetings that are held during the evening and weekend times
- May require summer availability
- Pay rate is $10.55 per hour

**Orientation and Training Commitment:**
- Required to participate in all staff training and professional development sessions
- Spring Training Day: Sunday, May 21, 2017
- Fall Training: Tuesday, September 5 – Tuesday, September 19, 2017

*OSU commits to inclusive excellence by advancing equity and diversity in all that we do. We are an Affirmative Action/Equal Opportunity employer, and particularly encourage applications from members of historically underrepresented racial/ethnic groups, women, individuals with disabilities, veterans, LGBTQ community members, and others who demonstrate the ability to help us achieve our vision of a diverse and inclusive community.*