Marketing Assistant Position Description, 2017-2018
Student Sustainability Initiative – Student Leadership & Involvement

The Marketing Assistant manages SSI’s marketing efforts, promoting tools and resources for students to make sustainable lifestyle choices and engaging the OSU student body in building a sustainable campus community.

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

Student Leadership and Involvement (SLI) engages students for a better self and a better world. SLI’s mission is to create meaningful and diverse opportunities for leadership development and involvement experiences that cultivate positive social change. SLI delivers programs, services and opportunities that intentionally promote student learning, personal development and inclusion into the diverse campus community.

Within SLI, the Student Sustainability Initiative (SSI) works to advance student efforts to create a culture of sustainability at OSU through programming that fosters environmental, social, and economic justice. SSI believes educational institutions have a responsibility to model innovative tools, systems, and ways of thinking to create a more sustainable world and provide students opportunities to become leaders creating that change. To support SSI’s efforts to advance a culture of sustainability at OSU, the Marketing Assistant evaluates and implements the SSI marketing strategy and manages the SSI website, newsletter, and social media marketing campaigns.

The successful candidate will demonstrate an aptitude to be effective in all responsibilities of the position.

Position Responsibilities:

- In collaboration with the MU Graphic Design team, leverage multiple media platforms to promote sustainability information, behavior change tools, and engagement opportunities to the OSU student body through the SSI website, Facebook, Twitter, and Instagram, newsletter and the Marketing & Visibility Checklist
- Develop innovative marketing materials and outreach strategies that reflect SSI’s brand, mission and values
- Uphold OSU Marketing & Brand Standards
- Manage listserv membership
- Coordinate creation of original content for Ecologue
- Remain knowledgeable about SSI’s initiatives, events, grants, and volunteer/job opportunities and respond to student inquiries in a professional and welcoming manner
- Meet weekly with SSI Program Coordinator to provide updates on work; come prepared and follow through on assigned tasks
- Actively participate in weekly staff meetings
- Actively participate in staff training and professional development opportunities
- 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:

- Online marketing experience including website and social media management
- Demonstrated organization skills
- Experience working independently and collaboratively
- Effective verbal and written communication skills
- Must be a currently enrolled student at Oregon State University for at least 6 academic credits
- Must be in good academic standing for the term prior to selection and during entire period of employment
- Must maintain at least a cumulative GPA of 2.0 (undergraduates) or 3.0 (graduates)

Preferred Qualifications:

- Demonstrated knowledge of and passion for holistic (environmental, social, and economic) sustainability
- Experience developing marketing tools
- New Media Communications, Marketing, or related major
- Experience designing and/or managing websites using Drupal 7
- Experience with website analytics
- Experience developing surveys, particularly using Qualtrics
- Design, photography, or multimedia experience
- Prior involvement in leadership activities, student organizations, event planning and/or outreach activities
- Maintain at least a cumulative and term GPA of 2.5 (undergraduates)

Terms:

- Start date: September 5, 2017 (with one required training day spring term on May 21, 2017)
- Expected to work an average of 15 hours each week, including evening and weekend hours as required to implement effective programming
- Required to attend weekly staff meetings, individual supervisory meetings, and staff trainings
- Pay rate is $10.25 per hour

Training Commitment:

- 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.