

Skutt and Harper Centers Student Employee Job Description

Title: Marketing Assistant

Supervisor: Assistant Director of Finance

General Description:

The Marketing Assistant is a part-time, temporary student employee. The team is responsible for designing marketing material for both the Skutt, as well as promotional materials for programs and events. These can include advertisements, flyers, posters, websites, media releases, etc. The team also assists with both the planning and execution of some programs and events.

Pre-Requisites:

1. Enrollment at Creighton University
2. A cumulative GPA of 2.5 or higher
3. Sophomore or first semester Junior
4. A marketing or advertising student preferred

Duties and Responsibilities:

1. Design calendars and posters for multiple organizations
2. Programming and promoting new activities for the Skutt
3. Marketing to the Creighton campus and to the surrounding community
4. Help maintain and improve the Student Center web page
5. Attend employee meetings

Expectations:

1. Be responsible and fulfill duties even under minimal supervision
2. Work well with others
3. Be creative and think of new ideas that can better the Skutt and Harper Centers and its clients
4. Communicate well both verbally and in writing
5. Be organized

Knowledge, Skills, and Abilities:

1. Knowledge of various graphics and publishing software programs. Needs to be well-versed in Adobe Suite
2. Experience and knowledge of technical aspects of the development of web pages and related items
3. Ability to negotiate profitable relationships with local business vendors
4. Ability to design, direct, and coordinate marketing endeavors for a variety of programs, services, products, and facilities

Addendum

Title: Marketing Coordinator

Supervisor: Assistant Director of Finance

General Description:

The Marketing Coordinator will perform all of the duties, responsibilities and expectations of a Marketing Assistant but with additional responsibilities.

Pre-Requisites:

1. Must have previous Marketing Assistant experience of at least 1 year or up to the discretion of the manager if less than 1 year.
2. A cumulative GPA of 2.5 or higher

Duties and Responsibilities:

1. Develop semester work schedules to include weekday and rotating weekend schedules for academic semesters, holidays, breaks, and summer periods.
2. Supervise the substitution policy. If necessary, assist the members in locating a substitute or may work the shift for them
3. Train new Marketing Assistant Team members and/or assist with continued training of all Marketing Assistant Team members
4. Hold weekly/quarterly meetings
5. Help manager complete employee evaluations

Expectations:

1. Be positive and encouraging when dealing with others
2. Lead by being an outstanding example