



## Office of Campus Activities - Marketing/Social Media Coordinator

The Marketing/Social Media Coordinator will assist the Office of Campus Activities with a variety of creative designs and publicity materials. This position plays an important role in the branding and overall image of the Office of Campus Activities, specifically with The Lair, Campus Activities Board, and Campus Recreation. Some duties may require specialized experience and/or knowledge.

### BASIC QUALIFICATIONS:

- Must be a full-time, traditional, undergrad student enrolled at McKendree University.
- Must have at least a 2.5 cumulative grade point average at time of application.
- Must maintain at least a 2.5 cumulative grade point average during employment.
- Takes initiative, accountable, reliable; ability to self-motivate with little or no supervision
- High level of interpersonal skills; ability to brainstorm, cooperate, and contribute in a team environment
- Basic understanding of introductory marketing and communications principles.
- Must have intermediate to advanced working knowledge of Microsoft Office (Word, PowerPoint, Excel), also knowledge of other relevant social media platforms helpful.
- Willing to seek web and campus resources to find answers to software questions

### DUTIES AND RESPONSIBILITIES:

- Establish and maintain a social media presence for the Office of Campus Activities, its staff, and its programs via Facebook, Twitter, Instagram, Tik Tok, and other means.
- Work with Campus Activities Office staff to promote events.
- Photograph Campus Activities Office events and activities
- Create photographic and content for website and other various formats.
- Meet with staff members to promote ongoing efforts, events and programs.
- Assist in the creation of promotional items or publications like brochures, pamphlets, or calendars
- Assist staff with additional requests as they arise, including but not limited to, customer service, implementation of promotional events, and general office assignments.
- Performs other related tasks as assigned.

### STUDENT EMPLOYEE LEARNING OUTCOMES:

As a result of development opportunities, training and work experience, student employees will be able to:

- Create designs, concepts, and sample layouts
- Research and develop new materials and methods for improving marketing efforts of the office.
- Prepare illustrations or rough sketches and communicate effectively with customers and staff
- Constructively receive and apply professional feedback
- Clarify academic focus and career goals by applying classroom knowledge to work situations
- Exhibit ability to work with scheduled deadlines.
- Develop a portfolio of quality work to aid in future employment

### Hours:

The coordinator will work a flexible schedule but not more than 15 hours per week. This position is available for Federal Work Study.

Questions should be sent to Craig Robertson, Director of Campus Activities at [croberts@mckendree.edu](mailto:croberts@mckendree.edu).