

## Marketing Team Assistant – Community Engagement

### Job Description

Students will develop and execute marketing, communications, and social media plans under the guidance of community engagement leadership. Students will be tasked with the goal of increasing the departments visibility on campus to students, faculty and advisors, as well as to an external audience. Must be comfortable in a sales role with other students, parents and prospective students as students will attend promotional table times, open houses, ASD's and other campus events.

Students will assist with various tasks throughout the academic year, including, but not limited to: creating and implementing marketing plans for Community Engagement outreach and engagement, developing communication strategies for registration efforts, writing copy for promotional materials, managing social media promotions, and more.

### Requirements:

Students should have a positive attitude and be comfortable working in both independent and team settings. Students should be outgoing, personable, professional, and able to adhere to guidelines and schedules. Students should have strong written and oral communication skills, be well organized, and work well in a high-energy, fast paced environment. Students should be willing to work weekend and night events as needed (however this is not the norm). Students will need to attend a weekly team meeting for planning, brainstorming and updating purposes.

### Positions Available:

Several positions available for fall 2022.

### Special Skills Needed:

Experience in developing and executing marketing and communication plans, writing/editing, social media skills, and exceptional organization and follow-through.

### Academic Major Preferred:

Marketing, Communication, Public Relations but the opportunity is open to all majors.

Starting Date: Fall 2022

### Department Information

#### Contact Name

Mia Brum

**Department**

Community Engagement

**Phone Number**

401-254-5217

**Email**

mbrum@rwu.edu