

## **Campus Activities Board Marketing Assistant** **Alumni Memorial Union Student Engagement**

### **General Description**

The Campus Activities Board Marketing Assistant is responsible for assisting the Marketing Director in creating/coordinating all CAB advertising, social media posts, publicity printing, and upkeep of CAB online calendar and website. This person delegates tasks to the CAB marketing assistant. Campus Activities Board events at Marquette include but are not limited to Homecoming, Annex Programming, Films, Winter Welcome Week, student organization collaborations and others as determined by the Campus Activities Board (CAB). This person may be present at events to assist with implementation, photography, and/or assessment.

The Alumni Memorial Union is a gathering place on campus for students, staff, faculty, alumni and guests. As Marquette University's student union, the AMU offers a space for the community to engage in campus activities, meet with others, seek out dining options, study with friends or simply hang out. As a staff member within the Alumni Memorial Union, the Campus Activities Board Executive Committee Chair will also be expected to contribute to the Alumni Memorial Union Mission, to value and empower fellow students, and to assist with various duties in the Alumni Memorial Union when needed. This position should expect to work closely with student and professional staff to complete the responsibilities listed below.

### **Leadership**

The Division of Belonging and Student Affairs strives to co-create the student experience *with* students. As such all roles are considered leadership roles and are framed within the Student Affairs Contemplatives in Action Leadership Model. [Leadership Development Model Resources // Division of Student Affairs // Marquette University](#)

### **Specific Responsibilities**

- Assist the Coordinator for Student Organizations & Campus Activities and Graduate Assistant for Campus Activities with the creation, development, and implementation of CAB Programs
- Work with CAB Marketing Director on the advertisement and promotion of CAB programs; this may include promotion in display cases, table tents, distribution of flyers and posters to on-campus offices and off-campus businesses, and working with student organizations to promote CAB programs.
- Under the direction of the Marketing Director, assist with the following:
  - Put in requests for design of print publicity and work with marketing office representatives on finalizing the materials
  - Distribute materials in appropriate places by agreed upon deadlines
  - Regularly update the Campus Activities website, manage social media accounts for Campus Activities, and upload event information to Presence
  - Design and send weekly emails to the Campus Activities Listserv(s)
  - Act as liaison to the Student Affairs Marketing and Graphics Office and the Office of Residence Life, in order to assist with the design and distribution of CAB print publicity
  - Delegate tasks to the marketing assistant
  - Maintain CAB online calendar
  - Attend events when appropriate to take photos and/or do live posting on social media.
- On occasion, assist with the following overall CAB duties:

- Work with agencies to book entertainment
- Act as an onsite contact at CAB programs
- Assist with event set-up, check-in, and tear down.
- Attend the AMU All-Staff Training in fall (late September—date TBD)
- Attend regular CAB meetings
- Other duties as assigned.

#### Qualifications

- Demonstrate understanding of the foundational purpose of CAB programming
- Experience with and/or interest in student activities, programming, leadership development, social media, and marketing.
- Creative and resourceful
- Strong oral, written, and interpersonal communication skills
- Strong organizational skills
- Ability to work independently and accept individual responsibility for projects or assignments
- Ability to work within a team
- Ability to time manage and work under a deadline
- Commitment to values compatible with and supportive of Marquette's mission as a culturally diverse, Catholic, Jesuit university

#### Remuneration

Approximately 5 hours per week (flexible, evening and weekend hours necessary) | \$10.50/hour