

## Digital Marketing & Outreach Assistants

Summary of Core Job Responsibilities: The student assistants will assist in the creation and execution of the Student Center's social media and marketing campaigns. These positions will be expected to tackle projects of their own with editorial oversight from other staff.

**In coordination with Georgia State University's College to Career program, which is designed to improve students' career readiness, employment with the Student Center is designed to help students acquire, develop, and sharpen competency in the areas identified by employers as the most sought-after skills. They include:**

- Career & Self Development
- Communication
- Critical Thinking
- Equity & Inclusion
- Leadership
- Professionalism
- Teamwork
- Technology

We aim to provide guidance in developing these outcomes which are transferable toward each individual's educational and professional goals.

### Learning Outcomes and Responsibilities

#### Career & Self-Development

- Job Knowledge – Knows and understands job description and what the job entails, knows and understands university and Student Center policies, seeks clarification when needed, and can articulate and demonstrate skills learned in their job.
  - Understands all general tasks and responsibilities of a Marketing Assistant,
  - Is familiar with the physical layout of the Student Center
  - Has a working knowledge of the services provided by the Student Center
  - Is willing to ask questions and make comments to better develop knowledge and abilities,
- Self-awareness – Able to identify and articulate their personal strengths and areas in which they can grow in an evaluation, demonstrates ethical behavior, and articulates components of personal identity

#### Communication

- Communication – regularly communicates information to team members, customers, and team leadership, displays ability to adjust communication style appropriately, and speaks with appropriate levels of respect and professionalism among clients, staff, and co-workers.
  - Assists in all digital marketing and promotion of the Student Center
  - Drafts and schedules social media posts for Facebook, Instagram and Twitter.
  - Takes photos and video for social media purposes
  - May be enlisted to work on other signage and display information for use throughout the Student Center facilities
  - Keeps full-time staff informed of relevant issues and/or concerns in a timely fashion
  - Asks clarifying questions to ensure understanding
  - Uses office tools and systems appropriately to communicate effectively with co-workers
- Customer Interaction – articulates information clearly, actively listens to customers, maintains good eye contact, focuses on individual clients, asks open-ended questions to clarify the request, and puts customers first.
  - Demonstrates superior communication and customer service skills

#### Critical Thinking

- Decision Making – Makes good choices (sometimes under pressure or a deadline)
  - Understands how to use their talents and skills to best accomplish tasks,
  - Analyzes and strategizes on social media posts based on analytics information
  - Considers Student Center policies and how they have been enforced previously to guide judgment calls,
  - Asks questions when information/processes are unclear,
  - Understands when situations require a quick response or help from others,
- Problem Solving – Deals with unforeseen situations professionally, is adaptable, flexible, and able to work under conditions of ambiguity, uses resources to generate possible solutions, and makes appropriate decisions by using their knowledge and resources.
  - Can make self-directed and spontaneous decisions based off personal and positional knowledge base,
  - Considers past and future reservations to guide decisions for today.

### **Equity & Inclusion**

- Demonstrates the awareness, attitude, knowledge, and skills required to equitably engage and include people from different local and global cultures.
- Solicits and uses feedback from multiple cultural perspectives to make inclusive and equity-minded decisions.

### **Leadership**

- Challenging the Process – searches for opportunities to improve building or event processes.
- Goal Oriented – demonstrates effective planning and visioning of the future and encourages self and others to accomplish goals.
  - Reviews daily schedule and is able to prioritize tasks to meet deadlines,
  - Leads daily shift meetings with other operations student staff to delegate and coordinate assignments.
- Empowerment – recognizes individual and group contributions, celebrates the accomplishments of the team and individuals, and encourages others.
- Enterprising – takes initiative, demonstrates willingness to think creatively, encourages evaluation of processes, and uses resources.
  - Is proactive in communicating and working with others,
  - Ensures uncompleted and/or urgent tasks are carried through without being prompted,
  - Uses role to enhance the office or department by providing suggestions when appropriate,
  - Able to stay on task and complete all requirements of the position without constant advisement and direction.

### **Professionalism**

- Accuracy – makes minimal errors, is precise, and works within allotted time frame.
  - Writes accurate captions and posts are free of grammatical errors
  - Acknowledges when mistakes or missed deadlines occur and then notifies supervisor appropriately,
- Attendance
  - Arrives on time for scheduled shift,
  - Finds a replacement when unable to work scheduled shifts,
  - Able to work a variable scheduled based on event requirements,
  - Attends scheduled staff meetings and training sessions,
  - Keeps supervisor(s) informed of changes in personal work schedule, training needs, and out-of-town/unable to work dates.
- Customer Satisfaction
  - Follows through with customers to meet their expectations for service,
  - Is persistent and creative in meeting customer needs,
  - Gives customers complete information.
- Integrity
  - Able to identify personal/professional values and belief systems,
  - Demonstrates positive examples for the team and peers,
  - Is honest with self and others, sets and adheres to high standards,
  - Does not use work information or position for personal gain or as an opportunity to disregard the rules.
- Ownership – Makes appropriate decisions regarding behavior and actions, recognizes, and accepts responsibility for their actions, manages time effectively, acts in a dependable manner, and fulfills job requirements completely.
  - Gathers, distributes, and posts promotional materials around campus
  - Collects and archives free fonts and images used for marketing designs
  - Performs all duties of a Digital Marketing & Outreach Assistant, as well as other duties requested by the GAA
  - Works toward balancing life, school, and work commitments well to perform optimally as a SC employee,
  - Meets with supervisor(s) at the end of each semester to discuss job performance and ideas for improving operations.
- Presentation - presents a positive image and reflection of self and the Student Center.
  - Follows dress code, including a clean and professional appearance and wearing a nametag.

### **Teamwork**

- Collaboration
  - Works well with other student staff by leading shift meetings to discuss and coordinate shift assignments and activities,
  - Gather information from subject matter experts and key leaders to write and create compelling and engaging content for our social media, PIN page and website.
- Group Participation
  - Attends weekly staff meetings,
  - Is flexible and open to substitute shifts,
  - Contributes ideas for changes and improvements to the office and Student Center as a whole.
- Relationship Building – Builds relationships of trust and interdependence, relates well with team members of diverse backgrounds, interests, values, etc., and manages interpersonal conflict effectively.

### **Technology**

- Uses project management tools, like Trello and Microsoft 365 Online Suite, to perform job related tasks, including coordinating information for the office.
- Uses Canva to create and edit social media posts.
- Uses Hootsuite to schedule social media posts.

### **Skills and Qualifications:**

- Excellent communication, interpersonal, critical thinking, writing, editing, and organizational skills
- Ability to take ownership and lead on projects assigned from start to completion
- Ability to organize and prioritize work while juggling several projects at once
- Ability to establish effective relationships with outside organizations and contacts for the purpose of collaborating
- Prior experience with all social media platforms required, preferably with business or organizational pages beyond simply personal page traffic
- Familiarity with (or willingness to learn) Trello, Hootsuite, and any up-and-coming social media platforms required.

### **Human Resource Details**

Report to the Graduate Administrative Assistant for Digital Media

Pay rate of \$9.50 an hour

Students with Federal Work-Study are encouraged to apply but it is not required.

12-20 hours per week depending on course schedule and marketing needs

Available hours: Monday-Friday 8:30 am – 5:15 pm