

UC Marketing Assistant

Department: James R. Connor University Center

Reports To: University Center Marketing Coordinator

Hours per week: Approximately 12-15 – M-F

Starting Wage: \$9.25 per hour

High Impact Practice – By incorporating classroom learning into hands-on work experiences as well as providing supervision and coaching, students gain the necessary tools to grow and contribute as professionals. This engagement leads to increased rates of retention, graduation, and job placement.

Position Summary

The UC Marketing Assistant for the James R. Connor University Center is responsible for marketing and promoting the services of the James R. Connor University Center, which include: Information Services, the HawkCard Office, UC Reservations, UC Entertainment, Roberta's Art Gallery, Ticket Services, and Warhawk Alley. The UC Marketing Assistant also works collaboratively with UW-W Dining Services and other building stakeholders. In addition, the UC Marketing Assistant is responsible for maintaining the digital presence and social networking of the University Center. This position assists in the University Center branding process and maintaining marketing and promotional records and brand management.

Tasks (and Corresponding LEAP Essential Learning Outcomes)

Intellectual and Practical Skills

- Assists with the selection and organization of University Center promotional items
- Distributes posters around campus and off-campus, if needed
- Writes weekly summary information for “This Week in Whitewater ”
- Updates the UC Events Calendar, Google Business, UW-W Connect Calendar, UW-Whitewater Chamber Calendar, and UC Trello account for UC sponsored events
- Promotes the University Center and its services at fairs and events
- Creates press releases for off-campus promotions
- Uploads digital signage images to Dropbox to share with UW-Whitewater TV Station and Dining Services
- Uploads digital signage images to University Housing website
- Writes 3-4 blogs per semester for the UC Blog and maintains the series “Now UC Us” and “Student Org. Spotlight”
- Assists with other tasks as determined by the UC Marketing Coordinator
- Demonstrates good time management by arriving to work on time

Personal and Social Responsibility

- Contributes marketing/promotional ideas
- Builds relationships between UC departments and building stakeholders
- Manages multiple deadlines for a diverse group of departments
- Lives the UC brand image through the 6 Keys of Exceptional Customer Service
 - *Smile and Greet, Appearance, Competence/Knowledge, Communicate, Go the Extra Mile, Say “Thank You” and “You’re Welcome”*

Integrative and Applied Learning

- Assists in the UC branding initiative and UC brand management
- Develops and analyzes a Facebook marketing campaign
- Updates and maintains social media including, but not limited to, Facebook, Twitter, Instagram and Snapchat
 - Facebook responsibilities include: uploading photos, creating Facebook events, creating profile photos/banners, scheduling Facebook posts, collaborating with department Facebook group managers and running Facebook contests
 - Twitter responsibilities include: uploading photos from events, running contests, developing content for tweets, and scheduling tweets on Hootsuite
 - Instagram responsibilities include: scheduling graphics and photos that are visually appealing to the target market on Hootsuite, creating content for Instagram Stories, and running contests
 - Snapchat responsibilities include: taking pictures of events and other interesting content to gain interaction and followers and running contests
- Collaborates with UC Graphic Designers and Video Production Assistants to market UC departments and services
- Assists in the facilitation of the UC Student Marketing Committee
- Utilizes social/digital media analytics to create more beneficial campaigns
- Evaluates, updates, and implements current office procedures

Knowledge of Human Cultures and the Physical and Natural World

- Works with UC departments to create Integrated Marketing Communications Campaigns that are mutually beneficial to the department and diverse groups of students
- Interacts with and markets to students and staff from diverse backgrounds, cultures and beliefs
- Attends/documents UC sponsored events
- Works collaboratively with UC departments

Additional Opportunities

- Opportunities to participate in regional and international graphics competitions and conferences
- Opportunities to participate in the UC Student Marketing Committee

Minimum Qualifications

- Must be a registered UW-Whitewater student and enrolled at least half time
- Must maintain an overall GPA of at least 2.0

Both Work-Study and Regular Pay candidates will be considered.

UW-Whitewater is an equal opportunity/affirmative action employer. We promote excellence through diversity and encourage all qualified UW-Whitewater students to apply.

Contact Information

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Updated 2/6/19

Updated 2/1/19