UC **Marketing and Media Assistant**

**Department**: James R. Connor University Center

**Reports To**: University Center Marketing Coordinator

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

***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 Marketing and Media 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 Marketing & Media Assistant also works collaboratively with UW-W Dining Services and other building stakeholders. In addition, the Marketing & Media 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 and UC apparel
* Distributes posters around campus and off-campus if needed
* Writes weekly summary information for “Whitewater This Week”
* Updates the UC Events Calendar for UC sponsored events
* Creates monthly updates to the UC Whiteboard Calendar for events that occur within the University Center
* Promotes the University Center and it’s services at fairs and events
* Creates press releases for off-campus promotions
* Writes 3-4 blogs per semester for the UC Blog and maintains the series “Now UC Us” and “Getting U Connected”
* Assists with other tasks as determined by the UC Marketing Coordinator

*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

*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 statuses, collaborating with department Facebook group managers and running Facebook contests
  + Twitter responsibilities include: uploading photos (when applicable) and developing content for tweets (including series tweets)
  + Instagram responsibilities include: uploading graphics and photos that are visually appealing to the target market
  + Snapchat responsibilities include: taking pictures of events and other interesting content to gain interaction and followers
* 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

*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

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
* 2.0 GPA or higher

*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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Marketing Coordinator

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University of Wisconsin-Whitewater

(262) 472-1239 (Office)

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