



JOB DESCRIPTION: Marketing and Communications

Name of Position: Student Assistant

Department: Office of Marketing and Communications

Campus Location: Office of Marketing and Communications

Supervisor: Kaydee Riggs-Johnson

Length of Contract: Semester or Academic Year

Pay Rate: Minimum Wage

Job Purpose: To support the work and efficiency of the Marketing and Communications Staff.

Job Responsibilities:

- Assist with answering telephones, faxing, filing correspondence, running errands on campus, stuffing envelopes and making copies.
- Greet office guests, answer questions and direct to the proper individual(s).
- Review/Audit Webpages for updates
- Cull and edit photos
- Fulfill promotional mailings
- Complete formatting on print materials
- Complete photo assignments
- Assist with promotional events
- Author feature pieces and conduct interviews
- Assist with social media management

Qualifications:

- Experience preferred (may be for Team Leader or Event Leader type of positions).
- Preferred field of study: Communications, Business (emphasis Marketing), English
- Familiarity with desktop publishing and photo editing software: Adobe Creative Suite
- Strong computer skills: Microsoft Word and Excel
- Strong understanding of social media sites: Twitter, Instagram, Snapchat, Facebook
- Excellent communication skills and detail oriented
- The ability to handle confidential matters and to be professional
- Ability to work well with others
- Willingness to tackle new projects
- Ability to work between 10 – 15 hours per week, some weekends
- Flexible schedule
- Travel to sites via your own transportation

Skill Development Areas:

Listening, Customer Service, Time Management, Multitasking, Communication, Intercultural proficiency, Student Learning, Public Relations, Social Media Management, Writing, Photography, Short-Form Video Production, and Design



SOUTHWESTERN
COLLEGE
— 1885 —

Evaluation:

Students working in the Office of Marketing and Communications will be given feedback on an ongoing basis, but will also be given a monthly 1 on 1 evaluation session with the supervisor.