

PROMOTIONS OFFICE

Organization Name: Student Affairs Marketing

Job Title: Digital Content Assistant

Reports to: Leah Erben (Marketing Communications Manager) and Digital Content Manager (student lead)

Job description: Assist with the writing, editing, and building of the Laker Weekly Newsletter

Responsibilities:

- Works with Digital Content Manager and other Digital Content Assistant in creating and assembling content for the divisional newsletter
- Assists in building the weekly DSA newsletter
- Maintains communication before, during, and after the writing process
- Implements any feedback or edits by the set deadline
- Interviews students, Student Affairs departments, and campus partners for various projects
- Provides copy for Division of Student Affairs print materials, publications, websites, events, and marketing materials
- Researches article topics to grasp a thorough understanding of Student Life and other assigned topics

Required Qualifications:

- Must be current GVSU student enrolled in at least 6 credits
- Studying writing, journalism, advertising & public relations, communications, or a related field
- Strong organizational and time management skills
- Able to work independently and with a team
- Proficient in Microsoft Office and Google Drive
- Able to effectively communicate with a variety of audiences
- Able to adopt different voices for articles, blurbs, and news stories
- Available to work 8-10 weekly hours between 8 a.m. and 6 p.m. (M-F) during the academic year

Preferred qualifications:

- Prior experience writing for online content, blogs, newsletters, or social media
- Involved in student organizations or programs on campus
- Experience working with websites and/or newsletters
- Available to work select hours over the summer

Compensation: Starts as a level 3A (\$12.98/hr) with merit-based increases available

Description of organization: The Promotions Office is a student-powered creative agency that provides design, print, video, photo and digital marketing services for clients (on campus) which educate, inform, and inspire the campus community. We are a part of Student Affairs Marketing within the Division of Student Affairs.

How to apply: Deadlines and information about applying for this position can be found online at: <http://gvsu.edu/promotions/apply>