

PROMOTIONS OFFICE

Organization Name: Student Affairs Marketing

Job Title: Digital Content Manager

Reports to: Leah Erben (Marketing Communications Manager) and Megan Wierenga (Director of Student Affairs Marketing)

Job Objective: Manage student digital content assistants and assist with the editorial process of content, creative development, building, and the management of the weekly Division of Student Affairs newsletter

Responsibilities:

- Manages content calendar for the Laker Weekly newsletter
- Manages and leads two student digital content assistants
- Provides editorial review for all content within AP style standards
- Builds the newsletter digitally in Emma (email marketing software)
- Manages ADA Compliance for assorted Student Affairs websites and publications
- Assists in website management using GVSU's CMS
- Assists in the creative development of marketing content for the Division of Student Affairs
- Writes promotional copy and video scripts
- Collaborates on special projects with other Marketing Team members
- Collects and presents data pertaining to newsletter analytics and website traffic
- Maintains communication via Outlook, Microsoft Teams, and Trello

Required qualifications:

- Must be current GVSU student enrolled in at least 6 credits
- Leadership skills and experience with providing editorial feedback
- Strong grasp of grammar, punctuation, and natural/informal English
- Interested in website management and digital marketing
- Strong organizational and time management skills
- Available to work in the Promotions Office (Kirkhof 0008) **15-20 hours** between 8 a.m.- 6 p.m., Monday-Friday during the academic year

Preferred qualifications:

- Majoring in writing, English, advertising/public relations, communications, or a related field
- Experience with website management, user experience, and visual aesthetics
- Experience writing/editing in AP Style
- Active in some part of Student Life/involved on campus
- Availability outside normal office hours for occasional special meetings and projects
- Available to work select hours over the summer

Compensation: Starts as a level 5a (\$14.58/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.