

Job Title: Marketing Assistant
Organization Name: Office of Student Life (OSL)
Reports to: Leah Erben (Marketing Communications Manager) and the Marketing Project Manager (Student Lead)



Job Objective: Encourage students to get involved with the Office of Student Life by assisting the with Student Life marketing projects and tabling at various events

Responsibilities:

- Collaborate with other Marketing Team members to answer students' questions, hand out pluggers, and promote involvement opportunities
- Table on behalf of the OSL and lead presentations at assorted on-campus events
- Attend and support involvement-focused campus events
- Assist the marketing project manager with misc. marketing projects
- Participate in brainstorm meetings and assist in the development of marketing campaigns and social media content

Required qualifications:

- Must be a current GVSU student enrolled in at least 6 credits
- Comfortable talking to new people
- Enthusiastic about Student Life
- Active in some part of Student Life (member of a student org, attend CAB events, involved in OSL service events, or a part of Greek Life) or planning on becoming active in Student Life
- Available to work **4-6 hours** weekly during the academic year (summer hours may be available, but summer availability is not required)

Preferred qualifications:

- High-energy and involved in Student Life (student organizations, Fraternity & Sorority Life, Campus Activities Board events, Civic Engagement events, etc.)
- Available to work occasional weekends
- Interested in marketing, advertising, communications, event planning, and/or social media
- Prior experience working on marketing projects and tabling

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

Description of organization: The Office of Student Life strives to engage students in a variety of experiences that will offer opportunities for growth and development. Through the many programs, services, and leadership opportunities offered, students are provided with an environment to gain skills that will complement their academic programs and help prepare them for the future.

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