

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



Job Objective: Lead the Student Life Marketing Team and manage marketing campaigns/projects to maintain/strengthen the OSL brand and help more students get involved on campus

Responsibilities:

- Develops and manages OSL campaigns and projects using Google Drive and Trello
- Collaborates on special projects with the marketing communications manager
- Communicates with full-time OSL staff about specific projects
- Collaborates with the student social media coordinator and assists in managing OSL social media accounts
- Manages and leads student marketing assistants
- Leads brainstorming sessions and develops content ideas/campaigns
- Assists in creating, conducting, and analyzing surveys
- Maintains communication via email and Microsoft Teams
- Attends and supports involvement-focused events

Required qualifications:

- Must be a current GVSU student enrolled in at least 6 credits
- Studying advertising & public relations, marketing, communications, or a related field
- Proficiency in Microsoft Office and Google Drive
- Prior experience collaborating on marketing projects
- Strong organizational/time management skills; able to manage multiple projects at once
- Able to work independently and with a team
- Willingness to take the initiative, make decisions, and delegate tasks; strong leadership skills
- Creative; able to pitch unique and innovative ideas
- Strong attention to detail
- Interested in learning about multiple different focuses within marketing
- Available to work **12-15 hours/week** between 8 a.m. and 6 p.m., Monday-Friday during the academic year (spring/summer hours may be available but not required)

Preferred qualifications:

- Active in some part of Student Life (member of a student org, frequently attends CAB events, involved in civic engagement programming, and/or part of Greek Life)
- Available to work outside normal office hours, including occasional weekends if needed
- Prior marketing experience related to campaigns, websites, research, or social media

Compensation: [Starts at a level 5A](#) (\$14.58/hour)

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