Marketing Assistant
Position Description
Spring 2020

Position Summary
The USA Housing Marketing Assistant will assist in marketing efforts to support the goals of increasing applications through student engagement. The Marketing Assistant will gain experience in promotional advertising, communications, graphic design, and campaign organization/implementation. The position is required during spring semester and the ideal employment period is January 13, 2020 – April 15, 2020 and can expect to work 10-20 hours per week during this period. This position reports directly to the Assistant Manager of Housing Business Operations.

Job Responsibilities
- Represent housing at tabling information sessions and events where representation is needed at both on and off campus sites.
- Connect with and assist prospective and current students and their families via phone, email, and in person.
- Assist with the physical implementation of housing campaigns at both on and off campus sites.
- Assist with social media marketing.
- Assist with the conceptualization of marketing strategies.
- Host open houses in the USA Housing residence halls for current student recruitment.
- Showcase residence halls and answer questions during the university’s USA Day events.
- Positively market facilities and amenities offered by USA Housing.
- Positively discuss personal experiences living on campus.
- Other duties as assigned.

Work Schedule
- Up to 20 hours per week during spring semester at $7.25 per hour
- Primary work hours flexible during time frame 8am - 5pm, as well as additional hours available for special events

Minimum Education/Experience
- Must have excellent communication and interpersonal skills.
- Currently enrolled student during term of employment.
- Preferred to have lived on campus for at least one full semester.
- Knowledge/proficiency with Adobe Creative Suite.
- Be in good academic and conduct standing with the university.
- Cumulative GPA of 2.5 or higher at time of hire.
- Be in good standing with USA Housing.
- Must have knowledge of and willingness to learn about USA and USA Housing.
- Must possess the ability to positively and effectively represent USA and USA Housing.
- Must possess a valid driver’s license and good driving record.