

Alverno College
Student Employee Job Description

Position Title: Marketing and communications assistant	Date: Jan. 2023
Department: Marketing and Communications	Status: Student
Reports to: Jean O'Toole, director of marketing	Employment Wage: \$9/hour

<p><u>Primary Function:</u> The marketing student intern will report to the director and will support the Marketing and Communications strategy through assisting in a range of marketing and graphic tasks including (but not limited to): writing/editing; website maintenance; social media content contribution; photography/video; and/or development of digital and print design.</p>
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Principal Responsibilities/Opportunities

1. Support maintenance of the Alverno.edu website, including content strategy, development and optimization.
2. Support Alverno's social media efforts by contributing student-focused content and by helping to feature student voices and achievements.
3. Support *Alverno Magazine* with editorial planning/strategy, by writing/editing articles, and/or contributing photography as needed.
4. Contribute to Alverno's public relations and/or graphic design work as needed.
5. Consistently use any of the Alverno eight abilities whenever applicable (communication, analysis, problem solving, valuing, social interaction, developing a global perspective, effective citizenship, and aesthetic engagement) to perform work.
6. Comply with safety procedures and maintain clean and orderly work areas.
7. Perform other tasks as necessary to support the mission of the College.

Qualifications

1. Must be a currently registered Alverno student and preferably working toward a degree in business or communication, although all majors with the desired skills are welcome to apply. Must meet Financial Aid Satisfactory Academic Progress requirements.
2. Requires a basic understanding of marketing and design principles.
3. Requires attention to detail, strong organizational competence and the ability to coordinate several deadlines simultaneously in a fast-paced environment. Must be able to work with frequent interruptions and professionally respond to variations in schedules and plans.
4. Requires excellent written and oral communication skills. Students will be expected to communicate and respond to both internal and external customers professionally and in a timely manner.
5. Must be able to work as part of a team and interact effectively with a variety of audiences and departments.

6. Working knowledge of digital photography, including the ability to create high-quality photographs, is beneficial.
7. Being bilingual in English and Spanish is preferred but not required.
8. Proficiency in Adobe Creative Suite programs is preferred but not required.
9. Must be able to freely move throughout the campus. The employee is frequently required to sit. Must have the ability to bend and lift as associated with normal filing and storage procedures. Requires the ability to speak and hear. Specific vision abilities required by this job include close vision and color vision.

Working Conditions

General office environment

Notes

- This position is open during summer 2023. Further employment beyond the summer is based on job availability, funding and employee performance.
- Performance evaluations are determined by the department. Please contact the supervisor for more information.