

MARKETING SPECIALIST OFFICE OF RESIDENCE LIFE

Title: *Marketing Specialist*

Location: *Office of Residence Life, Schwartz Hall Room 105*

Pay Rate/Class: *\$17.00/hour*

Student Affair Employment Program

This program empowers students to reach their full, personal potential in preparation for the workforce by developing practical and professional skills.

Student Learning Outcomes for this Position Include:

- Ability to finish tasks and assignments on time
- Demonstrate effective problem solving and analytical skills
- Provide courteous and professional customer service
- Make decision based on ethical standards
- Demonstrate reliability and punctuality in a professional workplace
- Follow established policies, processes and procedures
- Utilizes appropriate written and verbal communication

Qualifications:

- Full-time matriculated SCSU student
- Undergraduate students must have a minimum 2.0 at the time of application and for the duration of employment. Graduate students must have and maintain a minimum 3.0 GPA at the time of application and for the duration of employment.
- All candidates must successfully pass a background check as a condition of employment.
- Offers are made for the academic year and all Marketing Specialists are required to participate in an employment review

Preferred Skills:

- Strong writing, marketing, and social media experience
- Must be organized, creative and have outstanding interpersonal skills
- Experience with Instagram, Facebook, Tik Tok and Youtube
- Photography skills required
- Video skills preferred

Position Description:

Marketing Specialists report directly to the Housing Assignment Coordinator. They serve as social media and marketing strategists for the Office of Residence Life and seek to engage residential students across multiple social media platforms and on departmental webpages. Students will gain experience developing and executing marketing and social media campaigns and will develop and manage marketing strategies. These skills will make students very marketable to future employers.

Job Duties:

- Assist the department with social media and web-based marketing techniques to increase visibility, membership and traffic on our website and social media platforms.

MARKETING SPECIALIST OFFICE OF RESIDENCE LIFE

- Experiment with new and alternative ways to leverage social media activities-marketing.
- Monitor trends in website and social media tools, trends and applications and appropriately apply that knowledge to increase the use of social media on campus.
- Develop recommendations with the Residence Life staff and others across campus to incorporate relevant social media techniques into the higher education culture and all of Southern's marketing efforts.
- Track and measure the impact of social media campaigns on the overall marketing efforts of the department.
- Attend departmental events and activities to share across web and social media platforms.
- Create content including but not limited to video, photo, animated, and flyer content.
- Maintaining a presence on Instagram, Facebook, Youtube, and trending social media platforms.

Application Requirements:

- **Examples of marketing using Tik Tok, Instagram, Flyers and more**
- **Examples of photos taken**
- **Resume**

Questions or concerns should be forwarded to the Office of Residence Life:

Schwartz Hall, Room 105 / 320 Fitch Street
New Haven, CT 06515
P: (203) 392-5870 / F: (203) 392-5867