



## **JOB DESCRIPTION: Marketing and Communications**

**Name of Position:** Student Assistant

**Department:** Office of Marketing and Communications

**Campus Location:** Office of Marketing and Communications

**Supervisor:** Kaydee Riggs-Johnson

**Length of Contract:** Semester or Academic Year

**Pay Rate:** Minimum Wage

**Job Purpose:** To support the work and efficiency of the Marketing and Communications Staff.

### **Job Responsibilities:**

- Assist with answering telephones, faxing, filing correspondence, running errands on campus, stuffing envelopes and making copies.
- Greet office guests, answer questions and direct to the proper individual(s).
- Review/Audit Webpages for updates
- Cull and edit photos
- Fulfill promotional mailings
- Complete formatting on print materials
- Complete photo assignments
- Assist with promotional events
- Author feature pieces and conduct interviews
- Assist with social media management

### **Qualifications:**

- Experience preferred (may be for Team Leader or Event Leader type of positions).
- Preferred field of study: Communications, Business (emphasis Marketing), English
- Familiarity with desktop publishing and photo editing software: Adobe Creative Suite
- Strong computer skills: Microsoft Word and Excel
- Strong understanding of social media sites: Twitter, Instagram, Snapchat, Facebook
- Excellent communication skills and detail oriented
- The ability to handle confidential matters and to be professional
- Ability to work well with others
- Willingness to tackle new projects
- Ability to work between 10 – 15 hours per week, some weekends
- Flexible schedule
- Travel to sites via your own transportation

### **Skill Development Areas:**

Listening, Customer Service, Time Management, Multitasking, Communication, Intercultural proficiency, Student Learning, Public Relations, Social Media Management, Writing, Photography, Design



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**Evaluation:**

Students working in the Office of Marketing and Communications will be given feedback on an ongoing basis, but will also be given a monthly 1 on 1 evaluation session with the supervisor.