

MANUAL Student Employment Office Career Services	SECTION Student Job Description	PAGE 1 / 1 REVISÉD 5/21
SUBJECT Student Marketing Assistant	RANK x	GROUP II

DEFINITION:

Under the supervision of marketing staff, the Student Marketing Assistant usually performs all or part of the following:

- (a) Market research, environmental scans, competitive profiling.
- (b) Maintenance of web-based catalogs and calendars.
- (c) Maintenance of featured news, course and program fees on multiple websites.
- (d) Social media monitoring and marketing.
- (e) Search engine marketing, including search engine optimization and pay-per-click marketing.
- (f) Assists with the coordination of marketing materials for events; makes travel arrangements.
- (g) Maintenance of campaign schedules.
- (h) Testing and deploying marketing campaigns.
- (i) Campaign reporting.
- (j) Response to general inquiries via phone and e-mail
- (k) Data entry, data verification, data cleanup, list segmentation, list management
- (l) Answering of phones, copying, faxing, and other general office support tasks.

BASIC QUALIFICATIONS:

One year of professional experience in a related marketing position or two years of professional experience in a clerical position.

QUALIFICATIONS FOR STEP B

One additional year of comparable experience or Junior/Senior standing with the completion of related coursework in marketing.