

MANUAL  Student Employment Office Career Services	SECTION  Student Job Description			PAGE 1 / 1 <hr/> REVISED 05/22
SUBJECT  <b>Student Marketing Manager</b>	RANK  x	GROUP  III	CBC	PHYSICAL

**DEFINITION:**

Responsibilities of the student marketing manager include assisting marketing staff with marketing and communications development and execution, social media, and event promotions. The position will be guided by professional staff members, and will manage assignments for student marketing assistants, as well as keep track of marketing promotional inventory and complete various administrative duties. The position may work with other members of the department on special projects. Under the supervision of marketing staff, the Student Marketing Manager usually performs all or part of the following projects:

- (a) social media management and live event coverage
- (b) promoting at fairs, pop-ups, and other events
- (c) developing student engagement projects
- (d) managing various student contests
- (e) providing marketing input on assorted projects

**BASIC QUALIFICATIONS:**

Must be Junior/Senior standing with completion of related coursework in marketing or one year of comparable experience.

Must have strong communications skills, student staff/ peer management, experience with project management, social media management experience (Facebook, Twitter, Instagram, TikTok, and YouTube), Ability to network with peers and staff during event promotion, knowledge of PC and Mac (preferred) operating systems, working knowledge of MS Office, and knowledge of Adobe Photoshop, InDesign, or Illustrator is a plus.