

MANUAL  Student Employment Office Career Services	SECTION  Student Job Description	PAGE 1 / 2 REVISID 5/24
SUBJECT  <b>Student Marketing Assistant</b>	RANK  x	GROUP  II

**DEFINITION:**

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

- (a) Conducts market research, environmental scans, and competitive profiling.
- (b) Manages web-based catalogs and calendars.
- (c) Updates featured news, course information, and program fees on multiple websites.
- (d) Monitors and manages social media presence and marketing efforts.
- (e) Implements search engine marketing strategies, including optimization and pay-per-click advertising.
- (f) Assists in coordinating marketing materials for events and arranges travel when necessary.
- (g) Maintains campaign schedules.
- (h) Tests and deploys marketing campaigns.
- (i) Generates reports on campaign performance.
- (j) Responses to general inquiries via phone and email.
- (k) Performs data entry, verification, cleanup, segmentation, and management.
- (l) Provides general office support including answering phones, copying, faxing, and other administrative 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.

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LEARNING OUTCOMES\*:

- Understand the importance of and demonstrate verbal, written, and non-verbal/body language abilities.
- Communicate in a clear and organized manner so that others can effectively understand.
- Frame communication with respect to diversity of learning styles, varied individual communication abilities, and cultural differences.
- Make decisions using sound, inclusive reasoning and judgment.
- Accurately summarize and interpret data with an awareness of personal biases that may impact outcomes.
- Multi-task well in a fast-paced environment.
- Actively contribute to inclusive and equitable practices that influence individual and systemic change.
- Inspire and persuade self and others under a shared vision.
- Use innovative thinking to go beyond traditional methods.
- Plan, initiate, manage, complete, and evaluate projects.
- Maintain a positive personal brand in alignment with organization and personal career values.
- Demonstrate dependability.
- Consistently meet or exceed goals and expectations.
- Have attention to detail, resulting in few if any errors in their work.
- Listen carefully to others, taking time to understand and ask appropriate questions without interrupting.
- Collaborate with others to achieve common goals.
- Navigate change and be open to learning new technologies.
- Use technology to improve the efficiency and productivity of their work.

\*Learning outcome descriptions from the [National Association of Colleges and Employers \(NACE\)](#).