

MANUAL Student Employment Office Career Services	SECTION Student Job Description			PAGE 1 / 2 REVISIED 05/24
SUBJECT Student Marketing Manager	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) Manages social media accounts and provides live event coverage.
- (b) Promotes at fairs, pop-ups, and other events.
- (c) Develops projects to engage students.
- (d) Manages various student contests.
- (e) Offers marketing inputs on various 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.

LEARNING OUTCOMES*:

- Professionally advocate for oneself and others.
- Understand the importance of and demonstrate verbal, written, and non-verbal/body language abilities.

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- 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 and solve problems using sound, inclusive reasoning and judgment.
- Proactively anticipate needs and prioritize action steps.
- Effectively communicate actions and rationale, recognizing the diverse perspectives and lived experiences of stakeholders.
- Solicit and use feedback from multiple cultural perspectives to make inclusive and equity-minded decisions.
- Actively contribute and advocate for inclusive and equitable practices.
- Inspire, persuade, and motivate self and others under a shared vision.
- Serve as a role model to others by approaching tasks with confidence and a positive attitude.
- Plan, initiate, manage, complete, and evaluate projects.
- Act equitably with integrity and accountability to self, others, and the organization.
- 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.
- Effectively manage conflict, interact with, and respect diverse personalities, and meet ambiguity with resilience.
- Collaborate with others to achieve common goals.
- Navigate change and be open to learning new technologies.

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