

**CORNELL COLLEGE
JOB DESCRIPTION**

JOB TITLE: Student Activities Marketing Assistant: Social Media

REPORTS TO: Director of Student Activities

DATE: September 2012-May 2013

PRINCIPLE DUTIES AND RESPONSIBILITIES

1. Assist with the coordination/marketing of Student Life events and other campus activities.
2. Consistent maintenance of student involvement social media pages (Facebook, Tumblr, other ideas)
3. Assist with the promotion of the Purple Car Program (Hertz Connect Car)
4. Develop student activities articles, with assistance from the Director of Student Activities, for the Parent Newsletter
5. Regularly check, and communicate through, the provided work study email
6. Develop student activities articles, with assistance from the Director of Student Activities and Marketing Assistant: On-campus, for the Parent Newsletter
7. Schedule a meeting with Marketing Assistant: On-campus at least once a block to ensure consistency in advertisement
8. Schedule a meeting with Marketing Assistant: On-campus and Director of Student Activities following meeting listed in #7
9. Begin fostering a working relationship with student media teams in Admissions and Marketing and Communication offices
10. Other duties as assigned.

EXPECTATIONS

The Student Activities Marketing Assistant will work approximately ten hours per block. They must be self-motivated, creative, knowledgeable about social media tools, and be an

effective communicator. The Student Activities Marketing Assistant also needs to be comfortable with e-mail as a primary means of communication between him or herself and the Director of Student Activities.