

**CORNELL COLLEGE
JOB DESCRIPTION**

JOB TITLE: Student Activities Marketing Assistant: On-campus

REPORTS TO: Director of Student Activities

DATE: September 2012-May 2013

PRINCIPLE DUTIES AND RESPONSIBILITIES

1. Table Tents:
 - a) Coordinate all table tent requests through the online form and work study email. Record of requests, fulfilled and unfulfilled, must be kept through a log and calendar.
 - b) Design two advertisements (per tent) displaying events for the block; these events will be pulled from the Master Calendar. Weeks that include block breaks will include event opportunities off campus.
 - c) Correspond four advertisement requests (per tent) to standardized advertisement format
 - d) Distribute all table tent advertisements in the Thomas Commons dining facilities.
2. Assist with the coordination/marketing of Student Life events and other campus activities.
3. Assist with the promotion of the Purple Car Program (Hertz Connect Car)
4. Regularly check, and communicate through, the provided work study email
5. Develop student activities articles, with assistance from the Director of Student Activities and Marketing Assistant: Social media, for the Parent Newsletter
6. Schedule a meeting with Marketing Assistant: Social media at least once a block to ensure consistency in advertisement
7. Schedule a meeting with Marketing Assistant: Social media and Director of Student Activities following meeting listed in #7
8. Other duties as assigned.

EXPECTATIONS

The Student Activities Marketing Assistant will work approximately ten hours per block. They must be self-motivated, creative, know desktop publishing programs, have graphic design experience, and 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.