

**Position:** Marketing Assistant: Street Team

**Department:** Student Publications

**Position ID:** 10012012

**Reports to:** Student Publications Office Manager (Brian Schopf)

**Compensation:** \$8/hour

**Hours:** 15-19 hours per week, with a varying schedule that could include nights and weekends

**Objective:** Marketing Assistants for Student Publications develop and implement marketing initiatives that promote Student Publications objectives, including readership, revenue generation and brand awareness. In doing so, marketing assistants play an important role in meeting goals for increasing readership of Student Publications' print and digital products.

**Tasks/responsibilities include:**

- Develop and implement a marketing and promotion plan for each academic year that reflects and supports Student Publication's goals and objectives.
- Collaborate with other department staff to reinforce product identities through branding and/or the creation of supporting tag lines or slogans.
- Strive to meet goals for increasing readership of Student Publications print and digital products.
- Coordinate distribution of print products and ensure that quantity and location of distribution points maximize readership.
- Develop and maintain a list of external contacts who manage communication channels that could be used to disseminate Shorthorn content and distribute targeted content on a regular basis.
- Coordinate timely production of promotional ads and related materials with ad design staff.
- Distribute promotional materials.
- Collect, analyze and report Shorthorn readership information to help identify reader interests and trends.
- Plan, create and implement events and promotions.
- Collaborate with other department staff as needed to ensure effective development and distribution of newsletters, social media and other initiatives.
- Interact with and photograph students at key campus events.
- Promote student publications products at new-student orientations, Preview Days, and other events on and off campus.
- Attend departmental meetings as needed; maintain open communications with Shorthorn and Student Publication staff members in all areas.
- Other duties as assigned.

**Qualifications:**

- Must qualify for Federal Work-Study program and be enrolled at UT Arlington for the semester of employment.
- Must have a valid Texas driver's license and a good driving record.
- Strong written and oral communication skills. Ability to accurately complete work in a timely manner with minimal supervision. Strong work ethic.
- Marketing, Advertising or Public Relations majors preferred.
- Familiarity with basic photography preferred but not required.
- Familiarity with social media required.
- Knowledge of InDesign/Adobe Creative Suites is a plus but not required.
- Familiarity of Microsoft Word and Excel required.

**To apply:** Submit your application at [www.uta.edu/snapjob](http://www.uta.edu/snapjob)