



STUDENT EMPLOYMENT OPPORTUNITY

MARKETING AND COMMUNICATIONS ASSISTANT

COMPETITIVE WAGE

UP TO 20 HOURS PER WEEK

FLEXIBLE SCHEDULING

E-MAIL RESUME TO:

Tom Gorman
Associate Director, Marketing and Communications
WSU College of Engineering
tgorman@wayne.edu



WAYNE STATE
College of Engineering

RESPONSIBILITIES

- Researching, creating, and distributing content (news releases; faculty, alumni and student features and accomplishments) for the College of Engineering's website, the annual Exemplar magazine and other university marketing platforms
- Updating the College of Engineering's online events calendar
- Creating dynamic digital content for the College of Engineering website, including photography, videography, and graphics/promos
- Developing the College of Engineering's presence on Facebook and Twitter and creating content for these social media outlets, while exploring other options for expansion (e.g. Instagram)
- Updating the College of Engineering's Flickr and YouTube accounts and promoting their content
- Creating and distributing HTML emails to alumni, students, and/or faculty and staff
- Creating or editing content for miscellaneous projects, such as brochures, PowerPoint presentations, and other marketing resources
- Distributing College of Engineering materials (e.g. brochures) to academic advisors and other influencers at the university as needed
- Researching and organizing data sets and information to further College of Engineering marketing and communications efforts (e.g., mailing lists, alumni data)
- Working with the university and college website content management system
- Other office and administrative duties as needed

QUALIFICATIONS

- Hard-working, organized students with a background in communications, public relations, English, marketing or other related fields
- Must possess excellent written and oral communication skills including copywriting, editing and proofreading
- Expected to interact and collaborate with students, faculty, staff and administrators in a multicultural and diverse setting
- Ability to prioritize and manage multiple projects and responsibilities while meeting deadlines
- Proficiency in Microsoft Office and Windows-based computer applications is required; Adobe Creative Suite applications (e.g. Photoshop, Indesign) a plus
- Experience using social media to engage different audiences is needed
- Photography skills and comfortability with camera hardware is helpful