Marketing & Communications Assistant  
*Position Description*

Reports to: Coordinator for Marketing & Communications

Employment Dates: May 13- August 29, 2017 (minimum of 20 hours/week)  
August 29- September 6, 2017 (part time, approx. 10- 15 hours/ week)

Attend and Participate in All Staff Training: May 15-17, 2017 | 8:30 am-5 pm.

Compensation: Until July 1, 2017: $12.00/hour  
After July 1, 2017: $13.00/hour

On-campus summer housing in shared apartment: approximate value $3,800.00

Maximum forty hours of vacation (unpaid and based on approval; approval given on first-come, first-served basis)

**General Overview**

The Marketing & Communications Assistant will work directly under the Marketing & Communications Coordinator for Residential Living. They will work on key projects throughout the summer to deliver proper messaging to summer residents and prepare for student move-in in August. This individual will be expected to understand and value the departmental mission and be able to properly communicate departmental procedures. This individual should be familiar with basic marketing strategies and messaging platforms.

**Responsibilities**

- **Creative Marketing Services:** Acting as a student voice, the M&C Assistant will meet with the M&C Coordinator to preview and offer advice on marketing campaigns and how to best reach students.
- **Video & Photography:** with the assistance of the M&C Coordinator, shoot video and photo projects with a keen eye for what the project is highlighting. Student may be required to locate residential spaces to be used for photo and video shoots. Equipment will be provided.
- **Social Media:** communicate with incoming and returning students via Facebook, Twitter and Instagram. Develop hashtags for campaigns and post on Residential Living social media pages frequently.
- **Graphic Design:** work with the M&C Coordinator to design publications, posters, etc. when applicable
Qualifications/Requirements

• Demonstrate excellent communication and interpersonal skills
• General knowledge of how to use a DSLR camera and Photoshop
• General knowledge of how to use a digital video camera and basic video editing software (iMovie or Adobe Premier)
• General knowledge of basic social media platforms: Facebook, Twitter and Instagram
• Ability to be creative and think outside the box to produce visually appealing marketing materials
• Organization and time management skills
• Ability to positively represent the Office of Residential Living
• Knowledge of resources and services at Georgetown University and within Residential Living