



Employment Opportunity
Assistant to the Director of Marketing and Events

Department: Marketing and Events

Job Name: Assistant to the Director of Marketing and Events

Reports to: Director of Marketing and Events

Pay Range:

Exempt/Non-Exempt: Non-Exempt

Status: Full Time

Date Reviewed: July 2, 2020

Summary

The Assistant to the Director of Marketing and Events assists the Director and manages marketing office personnel. The Marketing and Events Office is responsible for project management, creative development, volunteer staff management, project implementation, assessment, and other administrative directives.

General Responsibilities:

- Works with the Director to develop and implement strategic marketing goals for the Urshan System.
- Assists in the planning, development, implementation, and execution of all marketing activities and events.
- Works with the Director, other department directors, and administration to implement and execute institutional events in conjunction with the Urshan statements of mission and vision.
- Works collaboratively with departmental directors to ensure their project objectives and expectations are met.
- Supervises and leads student employees and volunteer staff by setting goals, assigning tasks, and managing schedules.
- Manages social media content implementation and execution.
- Manages creative services relationships, development, and execution.
- Assists in strategizing on brand marketing and initiatives to promote the Urshan System.
- Manages the Director's calendar scheduling, attends meetings, and documents minutes.
- Assists in assessing resource needs for marketing and event execution.
- Performs other duties as assigned.

General Qualifications

To perform the job successfully, an individual must possess the following minimum qualities:

- Must be highly energetic, passionate, and possess a keen ability to anticipate solutions for potential plan deviations.
- Must demonstrate the ability to work in a diverse community with a wide variety of engaged stakeholders including students, staff, faculty, alumni, board members, etc.
- Must exemplify servant leadership, be teachable, and possess a reputation of character.
- Must be capable of multitasking, be a self-starter, and be capable of internet research.
- Must possess excellent verbal, written, phone, and computer communication skills.
- Must be available for evening work and attendance of sponsored events.
- Previous graphic design, photography, videography, web design, social media, and writing experience is beneficial.
- Previous project management experience or experience leading teams or committees is beneficial.

- Familiarity with Mac OS and other project management and creative softwares and applications such as, The Adobe Cloud, Google Office Suite, Facebook, Instagram, Twitter, Hootsuite, Eventbrite, and Basecamp is beneficial.