

Student Publications Marketing & Promotions Assistant Job Description:

Job Overview:

Seeking outgoing student eager to leverage their creativity in strategic promotions for an established brand. The right person will be interested in all types of digital and traditional marketing and related metrics. This role has potential for promotion to a student leadership position, travel for conference attendance and scholarship opportunities.

Responsibilities:

- Develop and implement marketing and promotions initiatives that reflect and support Student Publication's readership and revenue goals and objectives
- Collaborate with other department staff to reinforce product identities through branding and promotions
- Strive to meet goals for increasing awareness and readership of Student Publications products
- Coordinate timely production of promotional graphics and related materials with ad design staff
- Distribute promotional materials
- Collect, analyze and report readership and advertising analytics to help identify audience interests and trends
- Plan, create and implement events and promotions
- Engage with students and promote Shorthorn products at key campus events
- Attend departmental meetings as needed
- Other duties as assigned

Qualifications:

Required:

- Strong written and oral communication skills
- Ability to accurately complete work in a timely manner with minimal supervision
- Strong work ethic
- Proficient with popular social media platforms
- Proficient with Microsoft Word and Excel

Preferred:

- Marketing, Advertising or Public Relations majors preferred
- Familiarity with basic photography or videography is a plus but not required
- Familiarity with InDesign/Adobe Creative Suites is a plus but not required
- Federal work-study eligibility preferred but not required