Marketing & Communications Program Coordinator

Marketing & Communications Job Description

The Marketing & Communications Program Coordinator position is the primary point of contact for office communication about programming and affiliated events to promote and increase the campus community’s awareness of the Office of Multicultural Engagement. This includes managing social media accounts, website, and publicizing events via the digest and alias. The Marketing & Communications PC is also expected to attend office events and assist other team members with projects.

Learning Outcomes for PC’s

At the end of the students employment with The Office of Multicultural Engagement students will be able to...

- Communicate effectively with students, staff and faculty about the mission and goals of The Office of Multicultural Engagement and the College Life Division.
- Facilitate group discussions and trainings topics of intersectionality and social justice issues
- Develop, plan, and execute educational programming to enhance the campus communities cultural competency
- Create social programming opportunities for students on and off campus

Expectations:

- Support The Office for Multicultural Engagement’s mission and goals
- Comfortable working with students and other offices in the execution of programs/events
- Be creative
- Organized and able to pay attention to details
- Enthusiastic and a team player
- Possess a strong academic record; candidates currently on academic or conduct probation will not be considered. GPA no lower than 2.5
- Willing to work independently at times

Responsibilities of the Marketing & Communications PC

- Sharing marketing materials and all communications for OME sponsored events and those supported by the office
- Update social media accounts (Facebook, Twitter) and website as needed
- Promote events on campus through posters, social media, and the digest
- Verify all OME program and event logistics accuracy in all advertising materials
- Be Creative! This is a position that has room for growth and one that you can help shape. The impact you make here can be fantastic experience when applying to jobs after college and give you something to show off
- Other duties as needed – be flexible and willing to help the rest of the office!

OME Program Organizers report to the Director of Multicultural Engagement, and are paid at an hourly rate of $7.50 You will work 4.5 hours per week (includes bi-weekly staff meetings and bi-weekly individual meetings)