

Women's Resource Center
GRAPHIC DESIGN & MARKETING SPECIALIST
Job Description

I. EMPLOYMENT CONDITIONS

- Graphic Design & Marketing Specialist must be an enrolled student throughout duration of hire
- Position reports directly to the Associate Director and WRC Graduate Assistant and is accountable to all WRC/SI professional staff.
- Position works approximately 10-15 hours a week (determined by the current work study allotment)
- Position will work both set and flexible hours. Occasional evening hours will be required.
- Two weeks' notice is expected for resignation
- Position must complete full student staff orientation/training and attend student staff meetings as needed.
- Two-semester commitment required as Student Coordinator, beginning Fall 2016

II. QUALIFICATIONS

A. Necessary qualifications

- Dedication and commitment to women's and gender issues with a social justice perspective
- Strong networking skills
- Attention to detail in marketing materials
- Excellent oral and written communication skills
- Ability to work in a professional/office environment
- Ability to work in a collaborative/team environment
- Commitment to growing personally and professionally through training opportunities of the position
- Responsible for content delivered through programs and services of the WRC
- Ability to use (or proficiency in computer programs with the ability to learn) graphic design programs including InDesign, Illustrator, Publisher, etc.

B. Preferred qualifications

- Previous experience with marketing and/or graphic design
- Public speaking skills
- Previous experience working in an office or other professional environment

III. BENEFITS

- Experience in program and event planning and communications
- Fun and friendly work environment
- Time will be compensated at current minimum wage and has the potential to increase based upon time and performance in the position.

IV. RESPONSIBILITIES

This student position is responsible for developing and creating marketing materials for programs, events and services offered through the Women's Resource Center, as well as developing marketing plans for continued recruitment to the Center.

A. Primary Responsibilities

1. Graphic Design

- Develop marketing materials for programs and events
- Create new (and update ongoing) marketing material for resources and services offered through the WRC
- Stay aware of upcoming WRC activities to support development of marketing materials
- Create monthly newsletter and collaborate regularly for content
- Update brochures (as needed) for various components of the Center (including external but connected programs like the Journey Conference and the Stryker Institute)
- Update website regularly with new information
- Provide graphic design elements to Social Media Specialist for updates to social media and consistency in all WRC marketing materials
- Prepare information packets on the WRC for different groups to increase awareness about the WRC
- Support outreach to student groups, advocacy centers, and other campus departments by helping to identify new strategic marketing efforts
- Update student staff about existing and needed marketing at staff meetings and via email
- Maintain regular communication and collaboration with other student staff positions as necessary to fulfill job requirements including:
 - Work with Program Specialist to identify current programs with marketing and graphic design needs
 - Work with Social Media Specialist to develop consistent graphic design elements to include in social media outlets
 - Work with Outreach Specialist to identify needs for marketing materials and to support recruitment to WRC programs, events and services
 - Work with Current Events Specialist to maintain knowledge about contemporary issues relevant to women and gender.
 - Work with Stryker Support Specialist to design and develop marketing materials for SI
- Support the identification of new giveaway and marketing items for WRC and Stryker Institute promotion

2. Marketing Development and Implementation

- Identify new and ongoing marketing strategies to recruit individuals to participate in programs, services and events
- Utilize multiple forms of marketing outlets (including social media, print media, website, etc.)
- Review programs and events from other departments on campus to include on the website (where applicable)

3. Records and Office Tasks

- Maintain records of current, previous, and future graphic design and marketing opportunities
- Maintain records of templates, designs and content

B. Additional Responsibilities

- Support WRC program tasks as needed
- Provide office coverage and all student employee related support for services and programs offered through WRC and Stryker Institute (including all general student employee responsibilities outlined in the Student Employee Handbook)

V. EVALUATION

- Based upon success in meeting responsibilities defined above
- Completed at the end of each semester by the Associate Director and Graduate Assistant.
- Basis for future employment with the Women's Resource Center, references and letters of recommendation