

MENV Marketing and Enrollment Graduate Student Assistant

Dates of employment: Summer 2025 through Spring 2026

(Approx. July 21, 2025 – May 2, 2026)

This appointment is renewable per semester at the discretion of your supervisor.

To apply, please email Liz Holland (Liz.Holland@colorado.edu) by July 1, 2025 before 5:00 p.m. MT with 1) your resume 2) your previous work (this could be a website, Tumblr, social media account, etc.) and 3) your submission to the prompt below:

MENV Social Media Post

Please create an Instagram post and caption (adhering to CU Boulder Brand Guidelines) for the following:

Event: MENV New Student Orientation

Dates: August 19, 2025

Time: All day

Location: SEEC

Audience: newly admitted students, current students, faculty, and staff

Please submit this as a file with the naming convention

[YourLastName]MENVNSOInstagramPost.

Who We Are:

The Masters of the Environment (MENV) Graduate Program at the University of Colorado Boulder is an interdisciplinary professional master's degree that equips students with the knowledge, skills, and experience necessary to address complex environmental challenges in the 21st century.

The MENV program prepares students to become leaders in a wide range of industries, including consulting, planning, energy, natural resources, sustainability, and more. Through a comprehensive approach to professional education, MENV students learn to understand and address, through a systems lens, the human dimensions of environmental challenges.

Students simultaneously gain valuable professional experience working with an external client organization embedded within a natural, scientific, and entrepreneurial ecosystem that is unrivaled anywhere in the world.

What We Are Seeking:

The MENV Graduate Program is seeking a self-starter with relevant professional experience and an excellent creative eye to help support student marketing and enrollment efforts. The

Marketing and Enrollment Graduate Assistant will report directly to the Enrollment and Marketing Manager.

What Your Responsibilities Will Be:

Marketing and Media Tasks (60%)

Social Media Management

- Post 2-3 posts each week on all MENV social media platforms, including but not limited to Instagram, Facebook, and LinkedIn
- Create engaging content for all MENV social media platforms
- Manage MENV social media platforms (respond to direct messages, comment on posts where MENV is tagged, repost content pertinent to MENV, etc)

Marketing

- Work closely with Enrollment and Marketing Manager to create new campaigns for MENV's marketing vendor

Content Creation

- Continue to build photo and video content database
- Individually create or collaborate with other students to create MENV web content such as articles/blogs, videos, etc.
- Take photos and videos at MENV events
- Providing recommendations for website updates

Enrollment (25%)

Calls, Emails, Meetings

- Conduct a minimum of two weekly phone calls with prospective students either via phone or Zoom
- Respond to prospective students' emails in a timely manner
- Participate in in-person prospective student meetings
- Participate in weekly hour-long Enrollment and Marketing team meetings (Enrollment and Marketing Manager and other student)

Events

- Support in the execution of all student recruitment events (information sessions, Open House, Admitted Students' Weekend, etc.)
- Develop content for and conduct in-person and virtual information sessions
- Present the MENV program to undergraduate groups at CU/other local campuses, in person or virtually

Admitted Student Onboarding

- Work with Enrollment and Marketing GSA to create processes and resources to successfully onboard newly admitted students
 - Creation of housing, tuition, health, etc. PDFs distributed to admitted students
- Management of Fall 20xx Slack channel

- Coordinate with other students to support with engagement

Shared Responsibilities (10%)

- Each student employee working with the Enrollment and Marketing Manager will also determine a self-guided project (with the approval of the Enrollment and Marketing Manager) that they will work on over the duration of their time in the role. This project can be collaborative or done individually
- Self-Assessments will be completed three times a semester to identify strengths, growing edges (spaces for improvement), goals, and progress towards said goals

Flex Tasks (5%)

- Supervisors of MENV Student Employees will share tasks in which any MENV Student Employee can claim as part of their flex tasks. This provides the opportunity for MENV Student Employees to work on a diversity of projects and with different MENV faculty and staff. Examples include ongoing research projects, program evaluations, content production, event planning, program operations, recruitment, etc.
- Tasks will be shared and claimed/assigned either through an online project management tool or during the monthly MENV Student Employee Team Meetings. **Flex tasks should not be prioritized over Marketing and Enrollment -specific tasks.**

Brief Timeline of Marketing Work

July – August

- Onboarding and building familiarity with MENV brand and guidelines
- Creation of sample MENV posts/content
- Feedback sessions
- Weekly meetings with Enrollment and Marketing Team

September – December

- Minimum two social media post per week on all platforms (excluding Fall Break)
- Photo and video capturing at various events (New Student Orientation, Welcome Back Week, Capstone Poster Session, Open House, Capstone Symposium, etc.)
- On-campus information sessions on Friday mornings
- Virtual information sessions on Tuesday evenings
- Supporting with Open House
- Miscellaneous prospective student visits
- Weekly meetings with Enrollment and Marketing Team

December – February

- Minimum two social media post per week on all platforms (excluding Winter Break)

- Photo and video capturing at various events (Welcome Back Week, etc.)
- Answering weekly emails
- On-campus information sessions
- Virtual information sessions
- Preparation of processes and resources for admitted students
- Planning Admitted Students Weekend
- Miscellaneous prospective student visits
- Weekly meetings with Enrollment and Marketing Team

February – May

- Minimum two social media post per week on all platforms (excluding Spring Break)
- Photo and video capturing at various events (Graduation, Admitted Students Weekend, etc.)
- On-campus information sessions
- Virtual information sessions
- Preparation of processes and resources for Admitted Students Weekend
- Planning and executing Admitted Students Weekend
- Weekly meetings with Enrollment and Marketing Team

What We Require

- Bachelor's degree from an accredited college or university
- Proficient in MS Office Suite
- Experience using the following:
 - Photo Editing Software
 - Video Editing Software
 - Graphic Design Software (Canva)
- Proficient in using Instagram, Facebook, YouTube and LinkedIn

What You Will Need

- A creative eye and an attention to detail
- Knowledge of how to adhere to brand guidelines
- Excellent organizational skills
- The ability to work independently and collaboratively with a team
- Experience navigating and reporting sensitive issues or information with good judgment and diplomacy

Dates of employment:

Summer 2025 until end of Spring 2026 (July 29, 2025 - May 1, 2026).

What we can offer:

The hourly wage for this position starts at \$21/hour for approximately 15-20 hours per week. Please note that some weeks may require more than 20 hours per week, particularly weeks with recruitment or community events, of which you will have ample advance notice.

The University of Colorado does not discriminate on the basis of race, color, national origin, sex, age, pregnancy, disability, creed, religion, sexual orientation, gender identity, gender expression, veteran status, political affiliation, or political philosophy. All qualified individuals are encouraged to apply. [Click here](#) for a list of ADA and Title IX coordinators. To view the Regent policy, please [click here](#). This organization participates in E-Verify. We will provide the Social Security Administration and, if necessary, the Department of Homeland Security with information from each employee's I-9 form to confirm work authorization. Reasonable Accommodations for Applicants with Disabilities. CU Boulder is committed to making information and resources that are available via the web accessible for all users. If you are a job seeker and need accessibility assistance or accommodation to apply for one of our open positions, please submit an accessibility request or call 303-735-4357 (5-HELP) to submit a request for assistance.