Title: UMC Marketing Assistant  
Area: UMC Marketing  
SA Level: SA IV  
Pay Rate: $17.25/hour  
Schedule: 10-12 hours/week  
Must be enrolled in a graduate program at CU Boulder with a minimum of 3 credit hours  
Work Study Welcomed, but not required  
Application Deadline OPEN until filled  

Position Description  
This position works within the UMC Marketing Department to assist with the following marketing objectives:  
- Assist in implementing marketing strategies and action plans for UMC clients (The Connection, Events Planning & Catering, Center for Student Involvement, CU NightRide and others) and internal projects, promoting upcoming events, on-going programs, special projects, etc.  
  o Work closely with key staff to identify and coordinate details and timelines  
  o Work with UMC clients on marketing strategy projects, specifically The Connection, EP&C and the UMC as a whole  
- Represent the marketing department in communications with clients, cc-ing supervisor, by sending project updates, routing design drafts and collecting requests for edits/modifications  
- Coordinate and schedule social media posts in collaboration with student designers and supervisor; includes identifying opportunities, drafting copy, using appropriate related images, taking photos/video, etc.  
- Coordinate the production of the UMC Weekly e-newsletter, including content creation, editing and distribution via Constant Contact  
- Assist in tracking and maintaining reports on social media and email statistics and other reports as necessary  
- Proofread design drafts with a close eye for accuracy in content, flow and logo/brand requirements  
- Assist in keeping the UMC website up-to-date, including building and store hours, job openings, etc.  
- Research best practices in the field of university student union marketing and promotion; keep up-to-date with new social media platforms and best practices  
- Complete tasks according to scheduled deadlines and with minimal supervision  

Required Skills  
1. Applicants must possess a Bachelor’s degree with a major in marketing, journalism or mass communication, or a related business major with a marketing focus or work experience, and be currently enrolled in a graduate program at CU Boulder. Work experience in a relevant field may be considered in lieu of the required fields of study.  
2. Professional work attitude and appropriate work attire for the environment  
3. Excellent spoken and written communication skills using correct spelling and grammar  
4. Detail-oriented, ensuring accuracy in all communications
5. Complex decision-making skills for developing the desired tone, voice and brand for the UMC
6. Experience in planning and executing social media strategies
7. Experience designing a marketing strategy/plan for retail and non-retail areas or venues
8. Patience and diplomacy for working as part of a team with the willingness to receive direction
9. Outgoing, enthusiastic and creative
10. Planning and time-management skills to meet deadlines

Preferred Skills
1. Photography skills
2. Experience in reaching and engaging audiences through careful and effective messaging

Job Posting Contact
Catherine Horning, Assistant Director of Communication and Marketing, UMC and Student Affairs Communication, catherine.horning@colorado.edu

Work Schedule
10-12 hours per week. A consistent work schedule will be established based on available hours Monday – Friday, 8 a.m. – 4 p.m. customized to fit your academic schedule. Some evening and weekend hours may be required.

Learning Outcomes
The UMC is dedicated to supporting the learning and development of the whole student. Therefore, the UMC supports and provides multiple training opportunities as well as coaching or evaluation feedback for its student employees. The UMC also understands that student learning and development is a dynamic process and the student holds the responsibility for engaging in these opportunities.

Anticipated learning and development outcomes include the following:

- **Knowledge acquisition, integration, construction and application:** Researching and identifying new viable markets; implementing realistic and sustainable opportunities for promoting the UMC; using design, photography and video to help get results
- **Cognitive complexity:** Developing customized and appropriate messaging and strategies for reaching and engaging different audiences; synthesizing marketing campaigns with the UMC mission and values; collaborating with clients to plan and implement marketing campaigns
- **Interpersonal and intrapersonal competence:** Being responsive to clients and flexible for accommodating their needs and priorities; accepting leadership roles for taking on the planning and implementing of tasks
- **Practical Competence:** Using time management to organize workload and meet deadlines

UMC Mission Statement
As the heart of campus, the UMC supports students’ academic success by providing opportunities for student involvement, leadership development, and entertainment in a welcoming and inclusive environment.

UMC Values
The following core values guide the decision-making and planning of the UMC:

- Diversity and inclusivity
- Engagement with the CU Boulder community
- Honoring veterans
- Quality facilities, programs, and services
- Student development
- Sustainability

**Student Affairs Inclusion Statement**
The Division of Student Affairs values the diverse backgrounds, histories, identities and life experiences of every member of our community. We strive toward inclusive excellence in making our policies, processes and actions socially just and equitable. We celebrate and embrace differences. We are committed to welcoming and including diverse groups and perspectives in building a climate in which all members can thrive in an environment where they feel at home, welcome and safe.

**The UMC is an Equal Opportunity Employer**
The UMC does not discriminate in any condition of employment on the basis of race, color, national origin, sex, age, disability, creed, religion, sexual orientation or veteran status.

**Background Checks**
The University of Colorado Boulder is committed to providing a safe and productive learning and living community. To achieve that goal, background checks may be conducted.