



Office of Housing & Residential Life
Marketing and Promotions Intern

Division: Student Affairs
Department: Housing and Residential Life
Position Title: Marketing and Promotions Intern

General Statement of Duties

The Marketing and Promotions Intern is a member of the Housing and Residential Life administrative team, reporting to the Assistant Director for Housing Administration. The Marketing and Promotions Intern provides departmental leadership for the management of all department marketing and promotions.

Functional Responsibilities

1. Supervise Housing Ambassadors Program:
 - a. Provide training and supervision to Housing Ambassadors
 - b. Meet regularly with Housing Ambassador team
 - c. Oversee payroll for Housing Ambassadors
2. Participate in recruitment events and represent the department
3. Develop and monitor social networking efforts for department
4. Manage the early arrival/Housing Red Wagon welcome program
5. Coordinate housing assignment packet mailer
6. Assist in development of communications and marketing plan/timeline
7. Assist with direct marketing efforts, including telemarketing
8. Conduct research/assessment; draft an action plan for marketing efforts
9. Facilitate various focus groups on HRL recruitment processes
10. Oversee the maintenance and decoration of the showroom in Tonopah Hall with Bed, Bath & Beyond
11. Maintain regular office hours (20 per work week). Some evening and weekend work will be required
12. Meet weekly with Assistant Director of Housing Administration
13. Maintain minimum cumulative and semester GPA of 3.0, or academic department minimums
14. Adhere to departmental policies regarding role-modeling and effective supervising
15. Perform other and related duties as assigned

Supervision Exercised and Received

The Marketing and Promotions Intern's relationship with professional and classified is collaborative. The relationship with paraprofessional and student staff is supervisory. Work is assigned by the position description and negotiated goals and objectives. Priorities, methods, and procedures are determined by the Assistant Director.

Qualifications

- Ability to communicate effectively, both verbally and in writing
- Knowledge of marketing tactics, communication planning and social media strategy
- Bachelors' degree in Communications, Marketing, or related discipline preferred
- Ability to establish and maintain effective working relationships with a diverse groups of students, faculty, and staff

Compensation

- Single room accommodation and staff meal plan

Please send resume and letter of interest to Jennifer Gray
Office of Housing & Residential Life