



*Graphic Design Assistant Position Description*  
Student Union & Event Services

**Purpose:**

This position is responsible for creating and maintaining all marketing collateral for SUES, including print media, social media and website management. Individuals holding this position will need to communicate effectively in person, over the phone, through design aesthetics, and through written correspondence.

**Tasks & Duties:**

Duties and responsibilities include, but are not limited to:

- Maintaining SUES-specific marketing collateral.
- Creating all fliers, tables and other print materials needed for daily operations.
- Creating and maintaining all forms and policy/procedure documents.
- Creating and preparing all tradeshow materials.
- Creating mailers to be distributed to clients.
- Maintaining and curating SUES social media efforts.
- Assisting in maintaining the SUES website.
- Creating all digital advertisements needed for daily operations.
- Creating annual advertisements for any print publications as needed.
- Prepping files to print with proper formatting.
- Working collaboratively with SUES team members to promote and market special events and manage special marketing requests.
- Maintaining a consistent SUES brand in all outreach and communications by utilizing appropriate language, grammar, spelling, design strategies, and visual aids/materials.

**Staff Expectations:**

- Act as a para professional in all interactions with fellow staff members and team members.
- Maintain a clean and tidy work space.
- Maintain regular communication with professional staff members and other team members.
- Arrive on time for all shifts and meetings.
- Adhere to Rebel Way dress code.
- Adhere to Rebel Way standards of work ethic and behavior
- Adhere to SUES' core values of Sustainability, Teamwork, Integrity and Communication in your interactions with team members and clients.
- Follow directions, policies and procedures as given.
- Other duties as assigned by supervisor.

**Criteria for Success:**

Graphic Design Assistant's will be evaluated on their performance each semester, which will determine future advancement opportunities and merit pay increases for all employees in SUES. The staff evaluation process consists of a self-evaluation, peer evaluation and supervisor evaluation conducted each semester. The staff evaluation measures the following objectives:



- Provides quality service to guests and peers, while also demonstrating a friendly attitude
- Receptive to feedback and willing to improve if/when needed
- Completes tasks efficiently and accurately
- Remains focused on work during shift
- Utilizes strong organizational skills during work
- Attempts finding solutions to questions, problems or conflicts
- Demonstrates an understanding of professional and detailed-oriented correspondence
- Attends work regularly and promptly
- Adheres to the “Rebel Way” student employee policies and guidelines

**Transferable Skills & Knowledge Gained By Employment:**

- Relationship Development
- Interpersonal Communication Skills
- Active Listening
- Negotiating
- Budgeting
- Time Management
- Teamwork in Collaborative Settings
- Business Communication
- Self-Confidence and Self Discovery
- Critical Thinking
- Problem Solving
- Knowledge of Campus Resources
- Knowledge of administrative processes and paperwork