



EMU Housing and Residence Life - Graduate Assistant, Marketing Communications Coordinator

General Summary

The Marketing Communications Coordinator Graduate Assistant will assist the Assistant Director of Residential Education, Assignments and Marketing Coordinator, and Marketing Project Coordinator, in the development, implementation, and integration of communication and marketing strategies for Housing and Residence Life. This position will provide advice on the management and maintenance of the department website and implement social media strategies.

Essential Duties and Responsibilities

- Assisting the Assistant Director of Residential Education, Assignments and Marketing Coordinator, and Marketing Project Coordinator, in the development, implementation, and integration of marketing communication tools, activities, and processes.
- Developing and creating concepts related to brochures, pamphlets, signage, infomercials and other marketing and promotional materials.
- Assisting in writing and editing sales and marketing materials.
- Monitoring the correct and planned implementation of various marketing activities and processes.
- Supervising student Graphic Designers, Videographer, and Marketing Assistants for Housing and Residence Life
- Insuring the accuracy and consistency of content throughout all marketing communication outlets.
- Maintaining project tracking spread sheets and business line marketing calendars.
- Keeping track of the success rate and performance of on-going promotional campaigns and making the required changes for better effectiveness and also receiving feedbacks on these campaigns.
- Designing timely content for social media outlets and websites and updating them regularly.
- Monitoring social media outlets for appropriate usage to promote and protect the company brand.
- Ensuring that the appropriate party responds to all comments or queries made on social media outlets.
- Providing administrative aid for various projects related to marketing including: setting project meeting schedules, taking minutes of meetings, transcribing notes and composing memos.
- Managing and allotting a budget for various department events and also arranging important meetings for planning such events.
- Maintain and expand relationships with vendors and campus partners.

- Coordinate and prepare recruiting fairs and events such as Explore Eastern and Fast Track.
- Maintain and monitor Showrooms.
- Coordinate Residence Hall personal tours.

Skills and Specifications

- Demonstrated experience with, and strong knowledge of marketing concepts and principles.
- Proficiency in Microsoft Office, internet use and navigation, and various social media outlets (Facebook, Twitter, etc.)
- Experience with Adobe design products a plus (InDesign, Illustrator, Photoshop)
- Interest and understanding of new technologies and the ability to apply them to marketing principles.
- Excellent copyright skills and the ability to write for a broad range of audiences.
- Effective presentation skills and the ability to answer questions from a team of managers, staff members, and customers.
- Ability to work individually and on self-driven projects.
- Ability to work with and motivate a team.
- Ability to work under stress and meet deadlines
- Excellent skills in organization, prioritization and time management.
- Good project management and execution skills.
- Self-motivated, confident, energetic, and creative
- Strong communication and interpersonal skills

Education and Experience

- Bachelor's degree in Marketing, Public Relations, Art Management, Graphic Design, Journalism, Higher Education/Student Affairs, or related field, or an equivalent combination of education and experience.
- Residence Life experience preferred

Compensation Information

- Stipend includes a tuition waiver for nine credit hours for the both the fall and winter semesters, and a \$7,524 stipend per year.
- A furnished apartment or suite, meal plan during term of employment, residential parking pass, cable, and local telephone service are also provided.
- Summer employment