

MULTICULTURAL STUDENT LIFE

MARKETING & PUBLICATIONS STUDENT ASSISTANT JOB DESCRIPTION

The Office of Multicultural Student Life (MSL) is part of the Division of Student Life, Knoxville, Tennessee. Multicultural Student Life contributes to an inclusive learning environment by enhancing institutional efforts in retaining and graduating students prepared for a diverse global society. We promote the academic success, equality, and leadership development of students through programs and services that holistically address cultural, educational, and civic growth.

Job Summary

The Marketing & Publications Student Assistant is responsible for supporting the Program Resource Specialist with the design and execution of office publications and marketing materials, as well as, assisting the Program Resource Specialist with the management of the Multicultural Student Life (MSL) website and social media accounts.

Student Learning and Development Outcomes

As a result of being a Student Assistant in Multicultural Student Life, you will be able to:

- Acquire and apply concepts and ideas to multiple aspects of your student experience
- Communicate effectively with a diverse student population
- Identify characteristics of leadership and define your own leadership philosophy and style
- Recognize areas of development as it relates to your own personal and professional aspirations
- Identify resources that will lead to their continued development in identified areas of growth and demonstrate skills learned

Position Requirements

This position requires knowledge of services and programs provided by MSL, in order to provide quality customer service. Student Assistants' attendance at student development workshops, and periodic reflection meetings with assigned supervisor are mandatory. Sometimes serves as the primary Customer Relations Assistant by welcoming guests, answering, and directing incoming phone calls. Greet, direct, and assist visitors. Apply accurate and timely updates to the Facebook and Twitter accounts; Create and update departmental publications and marketing materials; responsible for the coordination and development of the weekly electronic newsletter; other duties as assigned.

Position Qualifications

Punctual and goal oriented; Customer relations skills; Computer skills and knowledge of Microsoft Office Suite (Word, PowerPoint, Publisher, Excel, etc.), Adobe Photoshop, InDesign, Illustrator, as well as, basic knowledge of Dreamweaver, CSS, HTML, and PHP; good interpersonal skills; good oral and written communication skills; GPA of 2.5 or higher. Students should display a commitment to being an active learner and participant in their own leadership and professional development

General

Attend mandatory student development workshops.
Complete work related tasks in a timely manner.

This position is one of importance to the Program Resource Specialist and MSL. The Marketing Assistant is a direct reflection of the Office of Multicultural Student Life. Every student is expected to present a positive image to all guests and clients. This is accomplished through a neat appearance, a pleasant and friendly disposition, attention to detail, and a commitment of service to ensure success.