



## University Program Board Marketing Assistant

The University Program Board (UPB) Marketing Assistants are members of the UPB Executive Board at Chapman University. In support of the Student Affairs Learning Outcomes, the Marketing Assistants are responsible for graphic content for UPB, ensuring that UPB realizes its mission of enhancing student life and meetings student program needs and desires. Through the execution of the responsibilities below, the Marketing Assistants help UPB build a stronger connection between Chapman students and their university.

### Responsibilities:

- Design graphics, fliers, posters, digital images, merchandise, promotional materials, and giveaways in accordance with the UPB marketing strategy.
- Assist the planning and executing of Tabling Events that include smaller-scale programs/giveaways that are quick stopping points for students and opportunities to increase awareness around UPB and UPB's upcoming events.
  - Must be available for set-up and take-down of the tabling event.
- Coordinate the public relations strategy for UPB with the Marketing Director, in accordance with the overall marketing strategy, including social media, website, event publications, and ticketing.
- Cultivate new ideas for raising campus awareness of UPB events.
- Attend and assist the Marketing Director and the other Marketing Assistant in leading bi-weekly meetings of the marketing committee.
- Aid in any marketing needs that arise during the year.
- Actively participate in weekly UPB executive board meetings and bi-weekly UPB Friday committee member meetings.
- Maintain a positive working relationship with UPB Chair, Graduate Advisor, Advisor, executive board members, and committee members.
- Prepare for weekly meetings with UPB Marketing Team (Marketing Director and Marketing Assistants)



Qualifications:

*Required*

- Proficient knowledge of graphic design software (i.e. Photoshop, Adobe Illustrator, InDesign, etc.)
  - Not using Canva for Social Media or Website graphics
- Experience with public relations and advertising concepts and proficient knowledge of Social Media (Instagram, TikTok, etc.)
- Strong creative ability
- Substantial experience leading a team
- Ability to manage conflict effectively
- High attention to detail and excellent organizational skills
- Integrity and Commitment
- Ability to meet deadlines
- Exceptional intercommunication and interpersonal skills
- Ability to work independently with little supervision
- Ability to work evening and weekend hours, as necessary
- Ability to adapt to circumstances and handle adversity
- Outstanding work-ethic and professionalism
- Ability to use standard office equipment including computer, copier, and telephones
- Minimum of a 2.5 GPA

*Desired*

- Effective public speaking skills
- Demonstrated desire to learn
- Knowledge of or experience with campus policies and procedures
- Effectiveness in establishing rapport with Chapman professional staff
- Love for Chapman University
- Experience as a UPB Director or Committee Member
- Familiarity with departments and organizations at Chapman
- Ability to lift objects of 45 lbs.



Time Commitment:

- Summer work required beginning the week of July 8, 2024. Interterm work required beginning the week of January 6, 2025 (tentative).
- Work approximately 12 hours per week during the Fall and Spring semesters. 10-12 hours/week during Summer and Interterm.
- Maintain a minimum of 8 office hours per week in Fall, Interterm and Spring.
- Attend weekly Executive Board meetings.
- Co-lead bi-weekly committee meetings.
- Attend bi-weekly CM Friday meetings.
- Meet weekly with the Marketing Team (Marketing Director & Marketing Assistants).
- Attend mandatory UPB programs in the 2024-2025 school year
  - Fall Concert
  - Midnight Breakfast (Fall & Spring)
  - Spring Sizzle
  - Fall/Spring Speaker
  - Drag Show
  - Orientation Dance
- Attend the following training days:
  - Transition Day (for New Executive Board): week of May 3, 2024
  - Start Date: week of July 8, 2024
  - Executive Board training: week of July 8, 2024 (tentative)

\*Please note these dates are subject to change