

Marketing Assistant Job Description

The Shorthorn marketing team's responsibilities include: Develop and implement marketing initiatives that reflects and supports Student Publication's readership and revenue goals and objectives.

Collaborate with other department staff to reinforce product identities through branding and/or the creation of supporting tag lines or slogans. Strive to meet goals for increasing readership of Student Publications products. Coordinate distribution of print products and ensure that distribution points maximize readership. Coordinate timely production of promotional ads and related materials with ad design staff. Distribute promotional materials. Collect, analyze and report Shorthorn readership and advertising information to help identify reader interests and trends. Plan, create and implement events and promotions. Interact with and photograph students at key campus events. Promote student publications products at new-student orientations, Preview Days, and other events. Attend departmental meetings as needed; maintain open communications with Shorthorn and Student Publication staff members in all areas. Other duties as assigned.

Qualifications:

Required:

- Strong written and oral communication skills
- Ability to accurately complete work in a timely manner with minimal supervision
- Strong work ethic
- Proficient with popular social media platforms
- Proficient with Microsoft Word and Excel
- Criminal background check conducted

Preferred:

- Marketing, Advertising or Public Relations majors preferred
- Familiarity with basic photography is preferred
- Familiarity with InDesign/Adobe Creative Suites is a plus but not required
- Federal work-study eligibility preferred
- Valid Texas driver's license and a good driving record of at least 3-years preferred