About Student Employment

At the University of South Florida, approximately 66% of the available jobs for undergraduate students on campus are funded by USF departments. Additionally, there are another 17% funded by our on-campus affiliates such as the USF Bookstore (Barnes & Noble), USF Dining (Aramark), USF Telefund (RuffaloCody), etc. All currently enrolled students who are eligible to work in the United States are eligible to apply for postings in this job family. International Students may be eligible to apply depending upon their status. International Students are encouraged to visit the International Services offices to receive guidance prior to conducting an on-campus job search. The International Services' website information on student employment is located here: [http://global.usf.edu/is/cur_onCampus.php](http://global.usf.edu/is/cur_onCampus.php). On average, there are approximately fifteen applicants for every job. Students are encouraged to visit the Career Center for assistance with their job search in order to ensure they are as competitive as possible. To contact the Career Center, go to [http://www.usf.edu/career-services](http://www.usf.edu/career-services) or call 813-974-2171.

Student Employment

**Department Name/ Number:** INTO USF/ 0-3260-000

**College/Division:** USF World

**Hourly Wage:** Commensurate with experience

**Average Number of Hours per Week:** up to 20 hours per week

**Schedule:** Monday - Friday, flexible with your class schedule.

**JOB SUMMARY**

The Marketing & Communications Assistant will be responsible for helping the Marketing & Communications Specialist with activities within and emanating from INTO USF to build awareness and drive student recruitment from the global markets to INTO USF. This position will focus on graphic design projects for INTO USF based on marketing initiatives. The position is line managed by the INTO USF Marketing & Communications Specialist.

**DUTIES**

The Marketing & Communications Assistant may be asked to:

- Develop and execute marketing strategies to drive international student enrollment and promote a global-friendly campus
- Design digital and printed marketing collateral in response to requests from university leadership and over 60 markets worldwide
- Abide by USF and INTO brand guidelines and logo usage
- Coordinate and create content for internal and external e-publications and social medial channels
- Adhere to professional standards
- Other miscellaneous duties as assigned

**POSITION QUALIFICATIONS**

**MINIMUM**

- Enrollment in a degree in marketing, mass communications, communication, graphic design, advertising, studio art, or a related discipline.
- Proven graphic design experience (portfolio/examples of creative work required)
- Ability to clearly and creatively communicate marketing messages via design
• Be up-to-date with industry leading software and technologies (InDesign, Illustrator, Photoshop)
• Possession of creative flair, versatility, conceptual/visual ability and originality
• Have experience working in higher education
• Be motivated, creative, and adaptable
• Have experience studying abroad

Special Skills Necessary:

• Exceptional editing and proofreading skills
• Detailed-oriented with strong project management skills
• A self-starter who is comfortable working independently with limited oversight and direction
• Capable of frequently meeting tight deadlines
• Able to communicate effectively with diverse audiences and build relationships with peers, senior managers, University stakeholders and external vendors.
• Proficiency with MS Office (Excel, Word, Outlook, PowerPoint)
• Ability to communicate with students from a wide range of linguistic, ethnic and cultural backgrounds.

Standard Learning Objectives:

As a result of this position, student will be able to:

• Demonstrate basic employability skills such as: timeliness to work, appropriate dress, interpersonal communication, and time management
• Receive and solicit feedback from supervisor and effectively apply feedback on the job
• Assess workplace and demonstrate how personal talents, skills, and knowledge fit into the employer’s goals, mission, and vision
• Demonstrate his or her professional brand (identity)
• Communicate transferable and functional skills to prospective employers

Additional Information for Applicants: Please submit cover letter, resume, and examples of creative work and/or a link to an online portfolio. Interviews will take place the week of Oct 22nd.

Contact Information for Questions about Recruitment: INTO USF Human Resources intousfhr@usf.edu

How To Apply

1. Go to https://www.usf.edu/work-at-usf/careers/
2. Click “Access Careers@USF”
3. Click “Search Jobs Now”
4. Find the job posting matching the below description:

<table>
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<tr>
<th>Marketing &amp; Communications Assistant</th>
<th>18681 USF Tampa</th>
<th>Acad Affairs-Pathway Program</th>
<th>Pathway Program</th>
<th>Student Employment</th>
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</thead>
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Click on the Apply Now button. When applying to an opening you will have the opportunity to upload ONLY one Word or PDF document that includes all required application materials.

Apply online by completing the required information and attaching your document. Please include your experience as it relates to the qualifications stated above.

Click here for additional tutorial information.
Equal Employment Opportunity

USF is an equal opportunity, equal access academic institution that embraces diversity in the workplace.

Work Location

Campus map and location overview: [USF - Tampa Campus](#)