

COMMUNITY DEVELOPMENT & STUDENT ENGAGEMENT
MARKETING PROJECT COORDINATOR

POSITION SUMMARY:

The Community Development & Student Engagement (CDSE) Marketing Project Coordinator assists with a wide variety of communication and marketing projects for the CDSE departments, including the Marshall Student Center (MSC), with concentrations in project management and website content management. The Marketing Project Coordinator will work closely with the CDSE Communications & Marketing Officer in all aspects of this position.

This is a Federal Work Study (FWS) position and a copy of the student's award amount document indicating acceptance of the fund, full name, and U# clearly legible will be required for the hiring process.

Candidates should be comfortable working 15-20 hours/week. The compensation for this position is minimum wage.

Specific responsibilities include, but may not be limited to:

- Assist in managing the flow of marketing projects and tasks submitted from all CDSE unit departments. This includes reviewing requests, assigning projects to appropriate team member/graphic design team, specifying deadlines, and communicating edits and finalized graphics.
- Create and manage web content on Marshall Student Center site. Manage web updates as needed for other CDSE offices.
- Manage MSC marketing tools including: MSC LCD screens and atrium banners.
- Coordinate with MSC Marketing Assistant to create content, contests, videos, etc. that college students will relate to to increase traffic to websites and social media pages and engage followers, as well as support the goals of the Community Development and Student Engagement unit - Get Involved!
- Attend two mandatory MSC Student Staff retreats – one in the fall semester and one in the spring semester.
- Clerical and other tasks as needed.

MINIMUM QUALIFICATIONS AND EDUCATION REQUIREMENTS:

- Current USF student enrolled at the Tampa campus with availability to work consistent weekday business hours (between 8 am – 6 pm).
- Must be a Federal Work Study recipient
- Must have working knowledge of Microsoft Office applications.
- Familiarity with content management systems.
- Marketing and communications student or similar major
- Excellent written and oral communication skills.
- Must be organized, goal-oriented, strategic, and customer-service oriented.

PREFERRED QUALIFICATIONS:

- Familiarity with Adobe Creative Suite (InDesign, Photoshop), creative and print processes.
- Experience with photography and videography, including video editing software, especially Adobe After Effects.

Email resume to Lisa Beebe, Communications & Marketing Officer, at lisabeebe@usf.edu