Center for LGBTQIA+ Communications & Marketing Assistant

The Center for LGBTQIA+ Student Success (The Center) is a unit of the Dean of Students Office at Iowa State University. The Center develops academic and personal success, community, and leadership for lesbian, gay, bisexual, trans, queer, intersex, asexual, and allied students.

Position available: Communications and Marketing Assistant

Start Date & Term: August 2021 (exact start date negotiable). Employment ends May 2022, with potential to extend into summer and/or fall 2023 academic year.

Hours: 8-12 hours per week. Hours may vary from week to week depending on projects. Hours will typically be between 9am-5pm, Monday-Friday, though weekend and evening hours may be required infrequently to support events and programs.

Location: 3224 Memorial Union. As Assistant becomes comfortable in role, the option to work remotely/from home for part of hours may be considered.

Compensation: $11 per hour

Qualifications:

- Full-time enrollment in a degree program at Iowa State University during the academic year
- Must have at least a 2.75 cumulative GPA
- Experience with social media platforms and marketing, including Facebook, Instagram, Twitter, TikTok, and YouTube
- Willingness to learn or proficiency using communication and organizational platforms such as Constant Contact and Hootsuite
- Advanced writing and editing skills, with acute attention to detail
- Strong time management, organizational, and interpersonal skills
- Exhibit interest in working with and learning about student populations of diverse gender expressions, gender identities, and sexual identities
- Preference will be given to students studying or interested in pursuing a career in communications, marketing, or a related field
- Graphic design skills are a plus, but not required

Expectations:

Under the supervision of Center staff, the Communications and Marketing Assistant oversees the Center’s social media platforms, promotes the department to the greater Iowa State and Ames communities, and focuses on growing awareness of its resources and offerings. The Center is looking for a tech-savvy Assistant who is passionate about creating content and engaging with our followers, while meeting our targeted objectives. Additional responsibilities will include developing print marketing and performing website management. This position is designed for a creative, organized, and self-motivated worker who can complete projects on a deadline.
Position Responsibilities:

- Manage the Center’s Facebook, Instagram, and Twitter channels, including developing weekly content, managing campaigns, and engaging with followers
- Maintain organized schedule of content across various channels and outlets while adhering to deadlines and supporting follower growth and engagement
- Collaborate with Center staff on event publicity, developing unique campaigns and marketing timelines to increase attendance for events and programs
- Develop creative and innovative approaches to share about the Center’s events, resources, and programs through social media, website and additional marketing outlets
- Craft bi-monthly newsletters, including writing, layout, cross-campus promotion and communication, digital accessibility, and distribution
- Build brand identification and develop awareness
- Design marketing and training materials such as PowerPoints, handouts, manuals, and brochures
- Perform professional communication on behalf of the office (email, phone calls, etc)
- Conduct research on LGBTQIA+ identities, communities, histories, and issues to inform communication language and style
- Revise communications by incorporating staff feedback related to accessibility, inclusivity, compelling design, maintaining The Center branding and language, etc.

How to Apply:

To be considered for this position, complete the online application.

Within the application you will be asked to upload 3-5 examples of projects or work that demonstrate your communications and marketing skills. These may include: a sampling of a social media campaign, a newspaper article you wrote, a newsletter you designed, or any other materials that you feel showcase your skills as related to the responsibilities above.

You will also have the option to upload a resume.

**Application Deadline:** Apply by **11:59pm on Monday, August 16, 2021** for priority consideration for this position.