

Communications Assistant
Communications & Creative Services,
Carolina Union



<p>Job Description</p>	<p>Communications Assistants in Communications & Creative Services (CCS) work directly with full-time CCS staff to create and implement innovative marketing strategies for the Carolina Union. They assist with drafting proposals, distributing information and materials, evaluating marketing initiatives, creating content, and managing the Union’s social media efforts. All tasks will require strong writing, creative problem solving, and time management skills.</p>
<p>Specific Duties & Responsibilities</p>	<ul style="list-style-type: none"> • Draft appropriate, attention-catching content for social media that promotes Union initiatives, events, and services • Generate content by keeping current on Union and University happenings as well as frequently visiting the Union’s high-traffic areas • Execute a high level of creativity in social media promotion • Stay current on marketing and social media trends to maintain a competitive and relevant edge for the Union • Take direction from full-time CCS staff members while also developing innovative ideas • Incorporate content edits with a strong attention to detail • Use project management software for communication and task completion purposes • Maintain the utmost level of professionalism when conducting interviews and attending assigned Union and University events • Use non-assigned project time for professional development by studying tutorials reading marketing articles, researching inspiration, etc. • Other duties as assigned
<p>Requirements & Qualifications</p>	<p>Assistant Level Employee Requirements:</p> <ul style="list-style-type: none"> • No experience required <p>Preferred Qualifications</p> <ul style="list-style-type: none"> • Demonstrated ability to successfully interact with the public • Strong knowledge of social media platforms including Twitter, Facebook, Instagram, and Snapchat • Proficiency in Microsoft Word and Google Sheets on a MAC • Adobe Creative Suite experience • Strong writing abilities and organizational skills • Ability to meet deadlines in a fast-paced environment • Ability to take direction and constructive feedback from managers and clients with a positive attitude • Availability outside of assigned work schedule • Must be comfortable serving as part of a diverse team that includes people with varying beliefs and backgrounds

Learning Goals & Competency Development	<p>As a result of employment in this position, students will:</p> <ul style="list-style-type: none"> • Identify information necessary for addressing an issue or task • Use logical reasoning to develop verbal/written responses to clients, staff, and peers • Generate ideas for approaching tasks or issues
JobX LEARNING OUTCOMES	Professionalism & Work Ethic; Collaboration & Leadership; Creativity & Problem Solving
Available Openings	2
Hours	8-10 hours/week; approximately 4-6 additional hours monthly
Hourly Rate	\$8.80
Time Frame	Academic Year 2019-2020
Contact Name	Beth Morris; Keith Hines; Keven Lewis
Contact Email	bmorris5@email.unc.edu; kbhines@email.unc.edu; keven@email.unc.edu;
Work Location	Carolina Union Marketing and Creative Services, Suite 1506
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