

## Communications Assistant

Communications & Creative Services, Carolina Union

### JOB DESCRIPTION:

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.

*Grade 2, Step 2 (8-10 hours/week; approximately 4-6 additional hours monthly)*

<p><b>RESPONSIBILITIES</b></p>	<ul style="list-style-type: none"> <li>• Draft appropriate, attention-catching content for social media that promotes Union initiatives, events, and services</li> <li>• Generate content by keeping current on Union and University happenings as well as frequently visiting the Union's high-traffic areas</li> <li>• Execute a high level of creativity in social media promotion</li> <li>• Stay current on marketing and social media trends to maintain a competitive and relevant edge for the Union</li> <li>• Take direction from full-time CCS staff members while also developing innovative ideas.</li> <li>• Incorporate content edits with a strong attention to detail</li> <li>• Use project management software for communication and task completion purposes.</li> <li>• Maintain the utmost level of professionalism when conducting interviews and attending assigned Union and University events</li> <li>• Use non-assigned project time for professional development by studying tutorials, reading marketing articles, researching inspiration, etc.</li> <li>• Other duties as assigned</li> </ul>
<p><b>INTENDED LEARNING OUTCOMES</b></p>	<p><b><i>As a result of employment in this position, students will:</i></b></p> <ul style="list-style-type: none"> <li>• Comprehend portfolio expectations related to communications, PR, and marketing &amp; advertising</li> <li>• Increase knowledge of generating engaging social media and website content</li> <li>• Enhance creative problem-solving skills through day-to-day projects and responsibilities</li> <li>• Connect transferrable skills gained through this role to professional career goals</li> </ul>
<p><b>REQUIREMENTS</b></p>	<ul style="list-style-type: none"> <li>• Strong knowledge of social media platforms including Twitter, Facebook, Instagram, and Snapchat required</li> <li>• Proficiency in Microsoft Word and Google Sheets on a MAC required.</li> <li>• Adobe Creative Suite experience preferred</li> <li>• Strong writing abilities and organizational skills preferred</li> <li>• Ability to meet deadlines in a fast-paced environment.</li> <li>• Ability to take direction and constructive feedback from managers and clients with a positive attitude</li> <li>• Expected to have availability outside of assigned work schedule.</li> <li>• Must be comfortable serving as part of a diverse team that includes people with varying beliefs and backgrounds</li> </ul>
<p><b>CEIA COMPETENCIES</b></p>	<ul style="list-style-type: none"> <li>• Communication</li> <li>• Critical Thinking</li> <li>• Creativity</li> </ul>