Join the Student Engagement staff experience for the 2022-2023 academic year. Student Engagement is a new department within the Division of Student Affairs encompassing the following areas: Student Organization Development & Administration (SODA), Student Organization Finance Center (SOFC), and Student Sustainability. We are looking for a student with excellent graphic design, social media promotion, and presentation skills to reshape the student involvement experience at the University of Illinois at Urbana-Champaign.

Position Summary

The Marketing Student Specialist will provide support to the creative team through channels such as print, digital, web, other forms of media as requested. They must have a good understanding of graphic design as they will play a key role in providing creative and critical assistance with marketing and branding initiatives in Student Engagement.

Student Specialists are expected to work during the fall and spring semesters. Work hours will be assigned Monday through Friday with the potential for weekend hours. Students are not expected to work during university holidays or breaks.

An end of year review will determine eligibility to return for the subsequent academic year.

Roles & Responsibilities

The Marketing Student Specialist will perform the following job duties, including but not limited to the following:

- Create and update design materials and templates for print, web, and digital projects.
- Produce printed materials including but not limited to brochures, t-shirts, signage, banners, annual reports, various promotional and recruitment materials.
- Design social media graphics.
- Assist in coordination of digital displays.
- Assist in management, upkeep, and maintenance of department websites.
- Apply appropriate usage of University branding guidelines.
- Produce unique items as requested.
- Serve on a Student Engagement Marketing & Branding Team
- Attend general staff meetings, student staff training, and professional development activities.
- Provide assistance with other duties as assigned by Student Engagement staff members.

Student Engagement Teams

- Marketing & Branding
  - Manage social media platforms for the department (Facebook, Instagram, Twitter, Snapchat, etc.) to increase digital presence and engagement, this includes lending a student voice to the design thinking process with key campus and community constituents.
  - Assist in the design and distribution of promotional materials for the department including events and programs.
  - Coordinate photography and/or videography at department or student organization events (by request).
- Coordinate digital signage requests.

**Expectations & Core Competencies**

Student Specialists are held to a high standard as representatives of the overall Student Engagement Team. Specialists’ expectations are based on core competencies aimed at providing a holistic and well-rounded paraprofessional experience, that focuses on career readiness.

**Expectations**

*Student staff will...*

- Maintain a positive, open-minded, and willing attitude.
- Produce a polished product, maximize work productivity, and maintain a high level of effective and accountable work ethic toward all aspect of the role.
- Adhere to workplace behavior guidelines including dress code, office etiquette, and professionalism.
- Support the department in navigating complex interactions and managing conflicts.
- Contribute to an office environment which celebrates staff strengths, talents, and professional interests.

**Core Competencies & Learning Outcomes**

*Student staff will*

- Develop their critical thinking, problem-solving, and interpersonal skills through interactions with students, staff, faculty, and visitors.
- Act in ways that demonstrate professional behaviors.
- Model exemplary work ethic.
- Demonstrate the ability to adapt and be flexible to changing situations and new operating procedures.
- Identify, apply, and uphold department and university policies and procedures to enhance the student experience.
- Execute written and oral communication with faculty, staff, and students that demonstrates openness, inclusivity, sensitivity, and respect toward individual differences.

**Organizational & Working Relationships**

The Marketing Student Specialist is a dual report to a Student Engagement Coordinator for administrative aspects of the position and the Student Success & Engagement Media Communications Coordinator for job specific responsibilities (design, marketing, branding). This position does not supervise or coordinate any other Student Specialists. As a Student Engagement Team member, Student Specialists are expected to carry out the departmental mission and goals as articulated by the Director.

**Qualifications for Employment**

**Required**

- Must be enrolled as a full-time student at the University of Illinois at Urban-Champaign. (Full-time enrollment for undergraduate students is twelve (12) or more hours unless granted an underload approval by a college. Graduate or professional students must be enrolled in at least eight (8) hours to be considered full-time.
- Must be eligible to work in the United States.
- Must be available to work at least ten (10) hours per week.
- Acknowledgement of the impact on how design communicates through layout, typography, color, photography, and illustration.
- Ability to organize, manage, and present information clearly and consistently.

Updated 10/27/2020 – AJS/MS
- Knowledge in PC environments and comfortable in navigating Adobe Creative Suite programs such as Adobe Illustrator, InDesign, and Photoshop.
- Thoughtful and process-oriented, with a passion for serving the needs of the audience.
- Ability to work in a team-based, highly collaborative environment.
- Self-motivated passion for design, growing, and adapting to change.
- Ability to multi-task, often with frequent interruptions while also being able to manage multiple projects at once.
- Must have a basic understanding of Microsoft Office (Word, Excel, PowerPoint, etc.).

**Preferred**

- Knowledge of HTML, CSS, and Adobe Dreamweaver.
- Understanding of printing prepress file preparation, working with printers and various printing techniques, and seeing through design into final products that meet specifications.
- Possesses core technology competencies for managing design assets, including an understanding of file types, vector and raster formats, color modes, and their implications in print and digital environments.
- Previous work experience in an office setting.
- Ability to work effectively under pressure with a variety of deadlines and competing priorities.
- Experience with social media, graphic design, and/or marketing.

**Working Environment**

Most of the work completed by Student Specialists will be accomplished in a typical office setting. On occasion, staff may be expected to work in a variety of settings including but not limited to outdoor venues, other department and/or division locations, or off-campus locations. Activities may involve walking across campus (long-distances), climbing stairs, lifting items (up to fifty/50-pounds), and moving equipment such as tents, tables, chairs, etc. in and out of tight spaces.