



Residence Life

## MARKETING PROJECT MANAGER

### ABOUT OUR DEPARTMENT

The mission of the Department of Residence Life is to provide a clean, well maintained, safe, and inclusive living learning environment that is conducive to study and the personal development of all residents. Activities and services are designed to develop community while encouraging academic and social success.

Arkansas Tech is an Affirmative Action/Equal Opportunity Employer. It is the policy of this university not to discriminate on that basis of race, color, national origin, sex religion, age or disability in employment or provision of service.

### REPORTS TO:

The Assistant Dean for Housing Services handles Student Staff supervision, evaluation, and communication of general information between the Department of Residence Life and the Student Staff.

### JOB SUMMARY:

- Attend all Student Staff meetings and training sessions associated with this position.
- Holds 101s with team members bi-weekly and attends weekly 101s with supervisor
  - Organizes the team, delegates tasks, and sets clear action items
  - Plans campaigns
  - Makes sure deadlines are met by checking in often with team members and by proving soft deadlines
  - Troubleshoots campaigns and ensures they are coming together, and goals are being met
  - Analyzes campaign results
- Marketing:
  - Pitch story ideas for print and digital media
  - Design media for print, website, social media, and housing portal
  - Create tutorial videos for the housing application
  - Assist with the organization and stage photo shoots for marketing materials
- Brand Management and Communication
  - Assist in the creation of a marketing and communications plan
  - Review Residence Life's content on all its web pages and associated department pages to ensure accuracy
  - Analyze website organization and student usage, and recommend effective layout and organization of information
- Social Media Management
  - Develop and manage engaging social media content
  - Assist in the design of a social media strategy for the department
  - Monitor trends in social media and make recommendations on best practices
- Serve as a positive role model and resource to all residents.
- Promote belonging by creating respectful and supportive living environments.
- Aid in the implementation of the Residential Experience Model
- Complete administrative paperwork and tasks as needed.
- Other duties as assigned.

### JOB QUALIFICATIONS:

## Education

- Currently enrolled in bachelor's degree program at an accredited college or university with major course work in Communications, Public Relations, Digital Media, Marketing, Advertising, or similar background
- Cumulative GPA of 2.5 or higher

## Required Knowledge, Skills, & Abilities

- Previous experience as a Marketing Intern (preferred)
- Positive attitude
- General knowledge and understanding of marketing concepts
- Proficiency with Creative Cloud (Adobe Photoshop, InDesign, Illustrator, Adobe Spark) or another graphic design software such as Canva.
- Proficiency with Microsoft Office software, including Excel, PowerPoint, and Word
- Experience with social media sites, specifically Facebook, YouTube, and Instagram (additional knowledge of other channels a plus)
- Ability to work individually and as part of a team
- Strong work ethic
- Able to learn quickly
- Orientation to detail
- Able to be proactive and take initiative
- Strong written, verbal, and technical communication skills
- Have strong organizational skills
- Creative mindset, passionate about brainstorming with others

Attend mandatory Student Staff training on August 2026 and January 2027 (Subject to Change)

## **COMPENSATION:**

\$1,000 per month stipend. Pay for the position will be received monthly. Payments will be made through the Arkansas Tech University Payroll Office. The pay dates for the fall semester are September 15, October 15, November 15, and December 15; for the spring semester are February 15, March 15, April 15, and May 15.

## **OUTSIDE COMMITMENTS:**

- Due to the significant time and responsibility required of this position, staff members are not permitted to hold outside employment during their term of service.
- Students participating in teaching residencies or internships requiring twenty (20) or more hours per week are not eligible for this position.

## **ROOM AND BOARD:**

- Room and board expenses are not included in the Student Staff compensation and will be the financial responsibility of the student.
- During the academic year, there is a special Student Staff housing rate first year and second year Student Staff.
- During the summer, there is one special rate for Student Staff housing.
- The room and board rates may be found online at: <http://www.atu.edu/stuaccts/tuitionfees.php>.
- For more information about the Marketing Project Manager position, please contact Residence Life at [housing@atu.edu](mailto:housing@atu.edu) or call 479-968-0376.