

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 is responsible for Student Staff supervision, evaluation, and communication of general information between the Department of Residence Life and the Student Staff.

JOB SUMMARY:

The Marketing Intern serves as an integral part of the Department of Residence Life's ability to complete its mission. Together, these staff perform a variety of assignments that offer practical experience in marketing, communications, social media, brand development and broad exposure to the Department of Residence Life processes. Interns are an integral part of the team and are provided with tasks that are both challenging and educationally stimulating.

- Attend all Student Staff meetings and training sessions associated with this position.
- 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 recommendation on best practices
- Create, plan, and manage campaigns
- Serve as a positive role model and resource to all residents.
- Promote diversity and social justice by creating respectful and supportive living environments.
- 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
 - 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, Twitter 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
 - Strong planning and organizational skills
 - Creative mindset, passionate about brainstorming with others
- Attend mandatory Student Staff training on August 2024 and January 2025 (Subject to Change)
 - Move in 1 to 2 weeks before halls open

COMPENSATION:

Hourly rates of \$10 per hour. The maximum number of hours you may work a week is 20 hours per week. You are allowed to hold another job, either off-campus or on-campus, while you hold this position. You will be required to complete time sheets to track your weekly hours. These will be submitted monthly and you will be paid monthly.

If you intend on having another on-campus job during the academic year, please note that you are only allowed to work a TOTAL of 28 hours per week campus-wide. International students are allowed to work a TOTAL of 20 hours per week campus-wide.

ROOM AND BOARD:

Room and board expenses are not included in the Student Staff compensation and will be the financial responsibility of the student. There is a special Student Staff housing rate.

The room and board rates may be found online at: <http://www.atu.edu/stuaccts/tuitionfees.php>.

For additional information regarding this position, please contact Residence Life at housing@atu.edu or call at 479-968-0376

