

# STUDENT MARKETING & OUTREACH COORDINATOR

## Department Description

The Husky Union Building (HUB) is a department within the Division of Student Life. The HUB supports the Husky Experience by enhancing UW community, providing a dynamic event center, and fostering student engagement. The HUB as a department provides numerous services, meeting and event spaces, activities, and entertainment. The HUB as a student union is also home to several offices, services, and programs for the UW community.

## Diversity Statement

At the University of Washington, diversity is integral to excellence. We value and honor diverse experiences and perspectives, strive to create welcoming and respectful learning environments, and promote access, opportunity and justice for all.

## Job Description

The Student Marketing & Outreach Coordinator will assist with planning and maintaining a comprehensive marketing and communications plan, managing the HUB's social media channels, and in-person and digital outreach to campus departments, registered student organizations, and the broader campus community. In collaboration with the Assistant Director and the Creative Team, the Student Marketing & Outreach Coordinator will work to promote HUB facilities, programs, services, and events. A student will be chosen based on their written and oral communication skills, proven leadership experience, and potential to contribute to the mission and goals of the HUB.

## Responsibilities

- Manage the HUB's social media channels, including content creation, scheduling, and monitoring analytics
- Plan and coordinate outreach opportunities for the HUB, cultivating relationships with campus partners
- Share HUB programs, services, and events with campus community, including flyering and tabling
- Provide administrative support for marketing and communications initiatives
- Collaborate with the HUB professional and student staff, including members of the Creative Team
- Attend and participate in weekly Creative Team meetings; attend department trainings
- Maintain communication with the Assistant Director for project updates, assignments, and progress reports
- Other duties as assigned

## Minimum Qualifications

- Excellent written and oral communication skills
- Demonstrated ability to work autonomously, take initiative, multi-task, and manage time effectively
- Initiative and the ability to follow-through on tasks, projects, and deadlines
- Ability to work within the philosophy, mission, and purpose of the HUB
- Professional demeanor including creativity and flexibility
- Attention to detail; proven dedication to accuracy in each task performed

## Preferred Qualifications

- Experience managing social media channels for organizations/businesses/brands
- Previous and current coursework in Marketing, Communications, Business, or related courses
- Previous or current membership in student government, RSO, or related organizations
- Demonstrated commitment and interest in campus involvement and leadership
- Ability to understand, articulate, and learn issues of social justice and cultural competency

## Learning Competencies

The HUB provides student employees with a meaningful work experience. Some intended learning competencies that will be developed in this position include:

- Communication
  - Articulate thoughts and ideas clearly in written and oral forms to internal/external entities
- Critical Thinking/Problem Solving
  - Exercise sound reasoning to analyze issues and make decisions
  - Obtain and use knowledge, facts, and data in problem solving process
- Personal Responsibility
  - Demonstrate effective work habits such as punctuality, teamwork, time management, and integrity
  - Use mistakes as learning opportunities
- Leadership
  - Leverage strengths of self and others to achieve common goals
  - Mentor and develop others
  - Use emotional intelligence to motivate, prioritize, and delegate work

## Supervision

This position will report to the Assistant Director for Communications & Development.

## Job Hours

12-16 hours per week, Monday-Friday (fall, winter, and spring; limited hours available in summer) between 8am-5pm. Hours vary based on outreach events, academic breaks, and University Holidays. Schedules are based upon workload, class schedule, and other academic responsibilities. Ideal candidates can commit to at least one academic year.

## Application Instructions

Submit cover letter explaining your interest and experience and resume to Adam Serafin, Assistant Director for Communications & Development (aserafin@uw.edu) or drop off at the HUB Information Desk.

## Project Persistence

As part of our commitment to the student experience, the HUB and the Division of Student Life will review each student intern's academic progress via GPA reviews. The intent of these grade checks is to offer our interns holistic support and connect students to resources and academic support services should the need arise. These reviews will begin after you complete your first quarter of employment. GPA reviews have no impact on your selection for the position or your standing as an employee once you begin employment.