



Residential Life Marketing Assistants

Position Description 2023-2024

Overview

Marketing Assistants help on-campus residents be informed about resources, housing processes and opportunities in each of our 6 communities. They provide a liaison for Central Residential Life and help with communication and marketing efforts through design, photography and social media.

Job description

Each Marketing Assistant will be responsible for communication and marketing in an on-campus community. Supervision will be by professional staff and the associate director of marketing. Assistants will learn basic design, photography and best practices for communication, marketing and social media.

General:

- Updating Google calendar of events with your assigned community's events, traditions and programs
- Sending out bi-monthly B-Engaged newsletters to area residents
- Creating and posting to area Facebook and Instagram accounts
- Contributing to Residential Life Facebook, Instagram and TikTok accounts
- Taking photographs (no special equipment required) of area residents and events
- Helping distribute printed materials to your area
- Attending various area government, building and community meetings and reporting back to Assoc. Marketing Director
- Weekly check-ins (in person and by email) with Assoc. Marketing Director
- Provide feedback and ideas for marketing/social media

Application Requirements

- Full-time undergraduate or graduate enrollment at Binghamton University
- Cumulative GPA of 2.5 or higher preferred
- Availability that includes weekdays, nights, and weekends
- Proficiency working with Google Docs, Drive, Calendar and B-Engaged
- Experience in design, photography and social media is a bonus
- On-campus residency preferred
- **Once you have completed your application, email a cover letter to Cindy Blackman at blackman@binghamton.edu and tell me about yourself and why you'd be a good fit for this job. Send a link to any social media, portfolio and/or images you would like to share. Tell me which community you live in presently or if off campus and if you'd be willing to change community for this position. Your application will not be considered if you do not complete this step.**

Compensation & Term of Employment

- Hourly Pay: \$15.00
- This position is for one academic year with the opportunity for reappointment following a performance evaluation.

If you anticipate a need for disability related accommodations or auxiliary aids to attend or participate, please contact reslifejobs@binghamton.edu. We ask that you provide us at least 3-5 days of advanced notice regarding your equal access needs.

Binghamton University is an affirmative action/equal opportunity employer.

Binghamton University Residential Life is committed to excellence in diversity and the creation of an inclusive learning and working

environment. We encourage applicants of marginalized backgrounds to apply to this position. All qualified applicants will be considered for employment without regard to race, color, national origin, religion, sex, gender identity, gender expression, sexual orientation, age, ability status, veteran status, or any other protected characteristics applicable by law.