



## **Public Relations Assistant (Social Media, Marketing & Graphic Design): Flexible day hours & evenings**

### **Job Description**

The Public Relations Assistant focuses on covering CME events on the college's social media channels: Facebook, Twitter, Snapchat, YouTube and/or Instagram.

This position will post updates on multiple channels for each event to ensure that social audiences are aware of breadth of activities happening on campus and gain a feel for what it's like to be a part of the UNI Community. This team will also table at campus/community events.

Creates weekly CME Newsletter, creates monthly events ad, and edits. Conducts research as assigned, proofs print and electronic marketing materials, assists with maintaining digital photo database, and assists with updates to the website & events page on Facebook.

### **Job Responsibilities**

- Assist in the marketing and promotion of the CME; special marketing to Alumni
- Social media coverage on behalf of the college
- Developing and implementing ideas to improve social media presence and content Creating weekly assignments for the social media team
- Developing and holding social media training programs for students, faculty, and staff
- Develop and implement marketing plan, newsletters
- Collaborate with CUEs & day programming to handle marketing material for heritage months and other programming
- Table at campus events
- Survey development

- Research as needed; demographics, graduation & retention rates for multicultural students, etc.