

Marketing Assistant

The UTSA Student Union is committed to ensuring our employees are trained and prepared to perform their assigned tasks with courtesy and urgency at the heart of student life. Hiring priority will be given to students who fit the Student Union's Customer Service standards. The Student Union is looking for applicants that are creative, motivated, and excited to develop their skills and strengths.

Position Summary

Marketing Assistants function as part of the Student Union Communications and Programs team. They are responsible for distributing print and digital media through a variety of avenues including a-frames, display cases, spiders, digital screens, and social media.

Minimum Qualifications

- Enrolled in a degree-seeking program at UTSA with a maintained minimum overall GPA of 2.0 and 2.5 for managers.
- Exceptional customer service skills.

Position Responsibilities

- Assist in the execution and creation of plans to market the Student Union both on and off-campus.
- Print a variety of marketing materials using both desktop and large format printer.
- Cut, fold, grommet, prepare and hang printed marketing materials.
- Hang a variety of posters and banners around campus including in display cases, on a-frames and from various bridges.
- Attend events and provide marketing support by taking pictures, posting to social media, etc.
- Create content for social media and schedule social media posts on a variety of platforms.
- Track weekly and monthly marketing efforts through a monthly marketing report.
- Post images on the digital screens within the Student Union.
- Record, edit, and produce a variety of videos to promote the Student Union.
- Use Adobe Suite platforms to create a variety of video, graphic design, and photography marketing; including platforms such as Adobe Spark, Photoshop, Illustrator, and more.
- Complete other duties as assigned to support team success.

Expectations

- I am responsible for reading the Student Union Handbook, and acknowledge that I will abide by the policies and information detailed in this guide.
- I understand the Mission, Vision and Core Values of the Student Union, and agree to abide by these guiding principles.
- I will be accountable for excellent customer service, including being professional and courteous at all times.
- I will work in a professional manner, especially when working with limited supervision. I will arrive to work and meetings on time, wear the proper uniform, and behave appropriately while on shift.
- I will demonstrate critical thinking to make timely decisions related to my position, in alignment with the UTSA and Student Union HOP.

The University of Texas at San Antonio

UTSA Student Union

- I will be an active leader by taking initiative and personal responsibility for my actions and goals.
- I understand that I may not eat/drink, use headphones, study, talk/use my cell phone for personal use, or use the internet for non-work-related purposes during my shift, unless otherwise approved by my supervisor.
- I will make safety within the Student Union a continual priority during my daily responsibilities.
- I will attend all required staff meetings and training/professional development sessions conducted by the Student Union and/or my specific work area.
- I will communicate any scheduling changes or concerns with my position to my direct supervisor including, but not limited to, missing my scheduled shift, being late for my shift, taking a break, or concerns with my course load.
- I will make every interaction positive and go the extra mile.
- I will embrace diversity and respect cultural and personal differences.
- I understand that my role within the Student Union is a professional position and that I am expected to take my position as seriously as any off-campus position.
- I will take pride in my position, the Student Union and UTSA, and will represent the Student Union in a positive and professional way.

Schedule

- Students may work a maximum of 19 hours per week (15 hours average). Shifts may include day, evening and weekend hours.
- Students are expected to work their scheduled shift, arrive on time, and be responsible for monitoring appropriate use of time.