

Position: Marketing Intern 2017-2018

Mission: As part of the service center support team, the Marketing Chair is in charge of creating promotional materials and promoting the Service Center brand and the Service Center programs and events through social media, advertising around campus, and presentations. The marketing chair also assists the program directors, Service VP, or issue area coordinators as needed.

Qualifications:

- Current USU Student
- Volunteered at least for one year in the Service Center, or demonstrate possession of equivalent qualifications (determined by Service VP and Community Service Coordinator)
- Have a 2.5 GPA or higher

Compensation:

- May receive an AmeriCorps Education Award (can be applied to future tuition or student loans) after completing 300 hours. Talk with Service VP and Community Service Coordinator to enroll. Hours begin August 2017.

Marketing Duties:

Required:

- Create a 2017-2018 marketing plan for the Service Center in collaboration with the Service VP, Community Service Coordinator, and Communications Chair
- Work to establish a Service Center presence throughout campus
- Attend regular Core Council meetings (to be determined)
- Design materials as requested by directors, issue area coordinators, Service VP, and other service center staff
- Follow USU protocols for graphic design approval
- Save all files in the Service Center Box and log hours on Aggies Giving Service
- Create marketing committee and manage committee members
- Help distribute advertisement materials around campus to inform students of events.
- Work with Communications Chair to stay updated about volunteer opportunities on the Service Center online calendar
- Send mass emails to master volunteer list as requested by Community Service Coordinator and Service VP
- Post service opportunities on the Service Center Facebook page
- Manage the Service Center Instagram and Twitter accounts
- Actively inform and educate new volunteers for the Service Center during recruitment events and office hours
- Communicate with issue area coordinators to stay updated about upcoming events
- Motivate directors and IACs to plan their activities in advance, help draft calendar items and help carry out their plans in a timely manner.
- Update Marketing Intern Binder

Service Center Responsibilities:

- Attend the following events and assist as needed
 - Day on the Quad
 - Service Center Kick-Off (fall) and Re-Charge (spring)
 - Fall training retreat
 - Stuff a Bus
 - A-Week Service Projects
- Attend established office hours: 3 hours a week during business hours
 - Be available for meetings with students and staff