



MARKETING GRADUATE STUDENT POSITION DESCRIPTION

POSITION TITLE: Auraria Sustainable Campus Program Marketing Graduate Assistant

WORK UNIT: AHEC Planning

DEPARTMENT: Auraria Sustainable Campus Program

POSITION LEVEL: V

PAY RATE AT HIRE: \$20.79

APPLICATION: Accepting applications on a rolling basis but looking to hire ASAP.
Preference will be given to those who apply by 11/13/2023. Applications close by 11/20/23. To apply, send a resume, cover letter and any other relevant information to cassy.cadwallader@ahec.edu

WORK HOURS: 20 - 25 hours per week. Projected start date is 1/8/2024.

JOB SUMMARY:

This position is responsible for overseeing education and outreach efforts, supervising the Marketing team and providing general programmatic support in order to expand the reach of the ASCP program and increase awareness of sustainability initiatives on campus. The selected candidate will ensure that the ASCP is executing our Marketing and Outreach strategy and will supervise three to four undergraduate Student Marketing Associates in support of this goal. The Marketing team publishes a monthly newsletter and is active (5-6 posts a week) on all major social media accounts; we also currently run a monthly Burning Question campaign and generate in-house graphics for events, signage, outreach materials, etc. Much of this work is handled by the Student Marketing Associates, and this position would be responsible for ensuring timely, quality execution of this work and would contribute to content generation as needed. This position would also be responsible for overseeing the development of our monthly newsletter and building connections across campus to strengthen our campus sustainability network.

The following skills/attributes are desired: knowledge of/passion for sustainability, ability to delegate tasks and empower supervisees, exceptional competence in writing and communication, ability to adapt to changing priorities quickly, positive attitude, works well with others but can also work effectively with little direction, organized, consistent

and reliable. This person will report directly to the AHEC Assistant Director of Sustainability (Cassy Cadwallader).

The ASCP is committed to cultivating a culture of inclusion and connectedness because we know we are able to learn better together with a diverse team of employees. We welcome the unique contributions individuals can bring in terms of their education, opinions, culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, veteran's status, color, religion, disability, sexual orientation and beliefs.

JOB DUTIES:

- Oversee and ensure execution of the Marketing Strategic Plan; Develop and implement goals and strategies to improve our exposure and engagement online
- Organize and oversee content compilation and distribution of our monthly newsletter in a timely manner
- Investigate new outreach channels (ie: Orientation offices, TikTok, on-campus partners) and strategies to pursue them
 - Supervise the work of three to four undergraduate student marketing associates in pursuit of this goal
 - Host Marketing team meetings and 1x1 meetings and keep team aligned to goals and deadlines.
 - Handle all administrative aspects of student employment (submitting work study timesheets, enforcing ASCP attendance policy, etc.)
 - Communicate with/relay information to Assistant Director of Sustainability as needed. Have weekly 1x1 to facilitate this communication.
 - Ensure that the ASCP is upholding branding and logo guidelines on all visual communication (the Student Marketing Associates will be trained in these guidelines, as well.)
 - Manage and facilitate marketing requests internally and externally (or directly communicated by the Sustainability Manager) based off of the submission forms located on the website branding page.
 - Review engagement statistics with team and develop strategies together on ways to improve engagement.
- Oversee successful delivery of 2-4 events (participate in planning meetings, relay information as needed to the Assistant Director of Sustainability)—some of these events may be co-hosted with other on-campus orgs
- Increase ASCP presence among Orientation and Onboarding of students, faculty, staff:

- Get ASCP material into faculty/staff orientation at all three schools (expand the work being done already at MSU Denver's mini-orientations and use this as a guide)
 - Student
 - Make sure every student that enters campus anew is exposed to the ASCP in some way/shape/form
 - Admissions Offices/Tours
 - Make sure that students considering MSU, CCD or CU know that the ASCP exists
- Recruit, organize and schedule Eco-Rep volunteers
 - Provide meaningful engagement and volunteer opportunities for our volunteer base or students looking to fill leadership cert hours
 - Recruit more Eco-Reps
 - Tell the story about what we're accomplishing together to the broader Auraria community
- Expand collaboration with other on-campus offices to expand audience and increase diversity of students engaging with our program; serve as ASCP liaison; attend Auraria Faculty/Staff Sustainability coalition meetings as a scribe/on-call facilitator (and identify Sustainability Spotlight Heroes for monthly newsletter)
- Maintain relationships with collaborative campus partners and identify opportunities for further alignment and collaboration
- Attend Sustainability Communicators calls to stay up-to-date on what other campuses are doing
- Oversee the internal and external marketing forms
- Work with the communications student associate to ensure that calendars, contact forms, and any correspondence is up to date

DESIRED QUALIFICATIONS:

- Passion for/knowledge of sustainability (existing familiarity with the ASCP's programs is a plus)
- Verbal and written communication and a strong ability to build relationships; enthusiastic, upbeat, approachable, and works well with others
- Experience in a leadership/organizational role among a team; experience managing volunteers
- Familiarity with several student-facing offices/departments on the Auraria campus and some institutional knowledge of the Auraria campus
- Ability to manage several projects at once and adapt to changing priorities
- Willingness to perform research for unanswered questions
- Excellent customer service skills
- Detail-oriented
- Positive attitude

- Experience managing social media platforms such as Instagram, Facebook, Twitter, YouTube, Wix for website development, etc.
- Graphic design experience/familiarity with Adobe Creative Suite, Canva or other graphic platforms is a plus
- Familiarity with tools/resources to increase the accessibility of graphic designs/marketing materials is a plus (visual, reading level, language, etc.) is a plus
- **Must be enrolled as a student at least part-time in any school on the Auraria Campus**

SUPERVISON:

- This position will report to the AHEC Assistant Sustainability Director. In their absence, this position will report to the AHEC Sustainability Director.

ABOUT US:

The Auraria Sustainable Campus Program is the student-fee-funded, tri-institutional sustainability program for the Auraria Campus. We implement projects and programs across seven pillars of sustainability to decrease the environmental footprint of the campus. We recognize that – as a part time position during schooling – employment with us is a stepping stone for students as they work toward landing a permanent job upon graduation. We offer periodic professional development trainings and coaching to help students move toward their career goals.

Learn more about our scope of work here: sustainableauraria.org