



STUDENT POSITION DESCRIPTION

POSITION TITLE: Auraria Sustainable Campus Program Student Associate – Marketing

WORK UNIT: AHEC Planning

DEPARTMENT: Auraria Sustainable Campus Program

POSITION LEVEL: V

PAY RATE AT HIRE: \$17.29

APPLICATION: Accepting applications on a rolling basis but looking to hire ASAP. **Preference will be given to those who apply by 27 March 2023.** All applications received after this date will be considered on a rolling basis for summer and fall semester. To apply, send resume, cover letter, reference (preferred but not required), and any other relevant information to scp_contact@ahec.edu.

WORK HOURS: 15 hours per week

JOB SUMMARY:

This position is responsible for supporting the Sustainable Campus Program (ASCP) through marketing, outreach, and general programmatic support to expand the reach of the ASCP and increase awareness of sustainability initiatives on campus. The selected candidate will work as part of a 4-to-5-person marketing team to grow our social media following, newsletter subscribers, website traffic, brand recognition and campus engagement with the ASCP. This specific position will oversee content and engagement on our ASCP social media accounts, update website, generate graphics for marketing and outreach materials, and work to improve our engagement with the campus community. The following skills/attributes are desired: knowledge of/passion for sustainability, proficiency in (and passion for) social media marketing and engagement, graphic design experience, the ability to adapt to changing priorities, a positive attitude. The ideal candidate will work well with others but also can work effectively with little direction. This person will report directly to the ASCP Graduate Assistant.

The ASCP is committed to cultivating a culture of inclusion and connectedness because we know we can 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:

- Manage and maintain all website content while ensuring it meets design accessibility and branding requirements.
- Be well versed in branding guidelines and provide technical help in both design and practical help.
- Track and analyze engagement statistics on the website; identify and pursue new strategies to increase engagement
- Regularly support the generation of graphic designs and marketing materials in support of outreach and education campaigns
 - This could include event flyers, social media banners, outreach campaigns, video production, infographics, etc.
- Contribute to the generation and implementation of strategic goals that increase online engagement
- Support engagement efforts via new outreach channels spearheaded by the marketing team
- Participate in general ASCP programming and outreach as needed (ie: tabling, facilitating, or staffing events, program implementation, etc.)
- Participate in weekly team meetings and professional development activities
- Serve as an ASCP brand ambassador among your educational institution

DESIRED QUALIFICATIONS:

- Passion for/knowledge of sustainability
- Graphic design experience/familiarity with Adobe Creative Cloud, Canva, or other graphic platforms
- Experience creating and maintaining webpages using platforms like Wix, Squarespace, Google Sites, etc.
- Excellent organizational skills, and a proven ability to see a project through from start to finish even with little direction
- Excellent communication skills
- Ability to manage several projects at once and adapt to changing priorities
- Detail-oriented
- Positive attitude
- **Must be enrolled as a student at least part-time in any school on the Auraria Campus**

Please provide Work Study eligibility along with a resume and brief cover letter. You are also encouraged to include a portfolio of past web, graphic, or physical designs and/or projects.

SUPERVISION:

This position will report to the AHEC Graduate Assistant. In their absence, this position will report to the AHEC Sustainability Coordinator.

ABOUT US:

The Auraria Sustainable Campus Program is the student-fee-funded, quad-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 steppingstone for students as they work toward landing a permanent job upon graduation. We offer periodic professional development training and coaching to help students move toward their career goals.

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