



STUDENT POSITION DESCRIPTION

**POSITION TITLE: Auraria Sustainable Campus Program
Student Associate – Marketing (Social Media)**

WORK UNIT: Auraria Campus Planning

DEPARTMENT: Auraria Sustainable Campus Program

PAY RATE AT HIRE: \$19.29 (Work Study Preferred)

APPLICATION: Accepting applications on a rolling basis, but looking to hire ASAP.

Preference will be given to those who apply by 01/11/2026. Application closes 02/08/2026. To apply, send resume, cover letter and any other relevant information to scp_contact@ahec.edu. Please submit Work Study eligibility if applicable.

WORK HOURS: 15 hours per week

JOB SUMMARY:

This position is responsible for supporting the Auraria Sustainable Campus Program (ASCP) through marketing, outreach, and general program support in order to expand the reach of the ASCP and increase awareness of sustainability initiatives on campus. The selected candidate will work as part of a 4–5-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, generate graphics for social media, take photo and video content, 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, and a positive attitude. The ideal candidate will work well with others but also has the ability to work effectively with little direction. This person will report directly to the ASCP Graduate Assistant. We are looking for a one-year commitment with the possibility of continued employment.

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:

- Develop and enhance ASCP social media presence (Facebook, Instagram, and possibly YouTube) via creative content generation/delivery and increase engagement across all platforms (likes, views, clicks, etc.)
- Track and analyze engagement statistics on all social media platforms and the newsletter; identify and pursue new strategies to increase engagement
- Develop and implement goals and strategies to improve our exposure and engagement online
- Support engagement efforts via new outreach channels spearheaded by the Graduate Assistant
- Regularly generate graphic design and marketing material in support of outreach and education campaigns
- Take photo and video content for social media, the ASCP newsletter and website, graphics, and more
- Participate in general ASCP programming and outreach as needed (i.e., tabling, facilitating or staffing events, program implementation, etc.)
- Participate in weekly marketing team meetings, bi-weekly all-team meetings, one-on-ones, and professional development activities
- Serve as an ASCP brand ambassador at your educational institution

DESIRED QUALIFICATIONS:

- Passion for/knowledge of sustainability
- Experience in successfully managing social media platforms
- Graphic design experience/familiarity with Adobe Creative Suite, Canva, or other graphic platforms
- Excellent organizational skills and a proven ability to see a project through from start to finish, even with little direction
- Excellent communication skills (including written communication)
- Ability to manage several projects at once and adapt to changing priorities
- Detail-oriented
- Positive attitude
- **Must be enrolled as an undergraduate student at least part-time in any school on the Auraria Campus**

SUPERVISION:

- This position will report to the ASCP Graduate Assistant. In their absence, this position will report to the ASCP 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 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: <https://www.sustainableauraria.org/>.