

Work Study Job Descriptions
L&S Office of Undergraduate Advising

Job Title: Marketing Lead

Employer: L&S Office of Undergraduate Advising

Rate: \$25/hour

Hours per week: 10-15

Start Date: August 19 - December 18, 2020 with possibility of August 1 start date.

Position may continue through May 14, 2021.

Hiring: Marketing Lead for L&S Advising Communications Team

Description:

The L&S Office of Undergraduate Advising (L&S OUA) serves over 22,000 undergraduate students and works to encourage intellectual curiosity, stimulate academic and career exploration, and foster student development and success. The L&S Advising Communications Team supports these office goals by creating content and developing strategies for multiple channels of mass communication to students, including social media, video, newsletters, and the office's website. The team includes four professional advisers and three student specialists--the Marketing Lead and two Digital Content Strategists--who all take on significant responsibility for shaping the team's communication strategies.

The L&S Advising Communications Team is seeking to fill the position of Marketing Lead. A qualified candidate will take a leadership role, have a significant background in marketing and communications, and will use their skills to help build and implement a professional-grade marketing and communication plan for L&S OUA.

The Marketing Lead will monitor social media analytics and conduct marketing research, using this data to present and critique ideas for content strategies. The Marketing Lead will run weekly creative sessions with the Digital Content strategists, providing guidance in the development of media campaigns that maintain the office's brand and values, resonate with a diverse student body, and use strategically selected platforms/modes of communication. The Marketing Lead will also be prepared to work with the team to respond to unexpected and urgent communication needs.

This position plays a critical role in increasing the L&S OUA's visibility and engagement with students on social media platforms. The position will help guide and manage the office's image and foster a proud community of students through print, video and social media.

Duties Include:

- Provide leadership to the Communications team to build a professional-grade marketing and communication strategy that includes promoting L&S OUA services, increasing student engagement, and communicating deadlines and policy changes to the undergraduate student population.
- Develop creative concepts and campaigns to foster positive engagement with L&S OUA, including social media, events, giveaways, etc.
- Develop and execute research plans to better understand the student experience and utilize insights to drive content strategies and offer recommendations to L&S OUA.
- Provide guidance through weekly creative sessions to the Digital Content Strategists regarding integrated digital marketing/social media campaigns and content. Check in with Digital Content Strategists about their needs and be ready to pitch in to support the creation/delivery of content.
- Required meetings with the full Communications team every other week.
- Required check-ins with staff supervisor

Qualifications:

- Minimum GPA of 2.8.
- Excellent organizational skills, responsible, diligent, detail-oriented, self-motivated, independent, and a quick learner.
- Excellent verbal and written communication skills.
- Strong time-management skills to efficiently manage multiple projects and deadlines.
- Leadership experience, including the ability to provide constructive feedback while fostering a positive, creative team culture.
- Experience in assessing and presenting social media analytics. Experience with website analytics is a plus.
- Expertise in branding, marketing strategy, and user experience. Experience conducting marketing and user experience research and working with campaigns that focus on engagement rather than reach is a plus.
- The ideal candidate will also be flexible, able to work with minimal supervision, and have good interpersonal skills and good judgement.

Submitting Application:

1. Please prepare a resume
2. In your resume, please include 2-3 (non-student) work references, including past job title(s), and your supervisor(s)'s name
3. Include a brief cover letter indicating why you are interested in and qualified for this position.

Please send your packet with the above materials to Maire Lanigan at lanigan@berkeley.edu.
Background check required.