

**Work Study Student Job Description
Luther College Student Employment
700 College Drive
Decorah, IA 52101**

Position Title: Marketing and Communications Project Manager

Department: Center for Sustainable Communities

Student Work Supervisor: Assistant Director, Center for Sustainable Communities

Purpose of Job: To manage the marketing and communication of sustainability events, programs and services offered on campus. Marketing will be done through a variety of methods including, video, website, social media, carousel, posters, news blurbs, bi-weekly enewsletter and press releases.

Student's Duties and Responsibilities

- Coordinate bi-weekly email newsletter for 1,500 students, faculty, staff, alumni, and community constituents
- Create biweekly e-newsletter for resident assistants
- Manage social media pages and schedule regular posts on the sustainability social media accounts including Facebook, Twitter, Instagram, Snapchat, Pinterest, and Youtube that reach almost 2,000 people
- Update the Luther College Sustainability website with new events, off-campus job opportunities and new programs
- Process email-list sign-ups
- Submit announcements and upcoming events to the Luther College Bulletin
- Design new methods for engaging students with different sustainability initiatives
- Coordinate tabling at the Student Activities Fair
- Take notes and live tweet Sustainability Council meetings
- Assist with tabling for admissions events
- Create bi-weekly stall fliers for bathrooms in Dahl Centennial Union
- Create monthly napkin-holder announcements and distribute to the Cafeteria
- Create weekly CSA newsletters for participants in the CSA rebate program
- Update regularly the Cafeteria and Valders Carousel televisions with new Sustainability information
- Create and distribute themed bulletin boards to the Residence Halls on a monthly basis
- Create and distribute posters for events and on Main Campus and in the Residence Halls
- Manage shopping shuttle reservations
- Assist with tabling for admission events
- Perform all other duties as assigned

Qualifications

- Ability to innovate and implement new project ideas
- Ability to work effectively with staff and other students
- Strong written and verbal communication skills
- Experience managing social media accounts for business purposes
- Strong organizational skills
- Interest in the college's sustainability initiatives

Expectations

- Arrive at work on time and with a positive attitude
- Ideal candidate will be self-motivated and hard-working

Education/Experience Required:

Supervisory Responsibilities:

- None