Position Title: Marketing and Communications Coordinator

Department: Center for Sustainable Communities

Student Work Supervisor: Assistant Director, Center for Sustainable Communities

Purpose of Job: To lead 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
● 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: None.

Supervisory Responsibilities:
- Oversee the tasks of the Marketing and Communications Assistant
- Manage and organize student workers who are given access to social media sites