Binghamton University - Division of Diversity, Equity and Inclusion

Communications and Marketing Program Assistant

Binghamton University is an Equal Opportunity Employer committed to hiring a diverse workforce. We encourage those from traditionally underrepresented groups to apply.

Job Summary:
The Division of Diversity, Equity and Inclusion Communications and Marketing Program Assistant (DEI PA) will support the Division of Diversity, Equity and Inclusion and its sub-departments with a wide-range of marketing and communications related initiatives. The program assistant may work on web and content management, social media, publications, reports, promotional campaigns, materials and/or promotional events.

Duties and Responsibilities:
The duties and responsibilities of the DEI PA shall include, but not be limited to, the following:

- Assist with organizing and training staff on communications and marketing related information and standards
  - Support training of sub-department Marketing Interns in the areas of public relations, marketing, graphic design, social media, and content management/web design.
- Help with enhancing and increasing awareness of the division and its initiatives through a variety of methods to include:
  - Develop outreach and marketing materials and publications
  - Assist with development of divisional communications plan and manage social media channels and divisional website
  - Assist with creation of divisional communications such as Dateline and B-line news announcements, newsletter, print and email campaigns
  - Work with university communications and marketing staff as necessary
- Conduct assessments, research and benchmarking surveys as needed
- Attend all cultural competency and diversity trainings as requested
- Attend regular supervision and staff meetings; review literature as provided
- Perform other duties assigned by the Division of Diversity, Equity and Inclusion Staff, as requested.

Qualifications:

- Must have a bachelors degree or be enrolled as a graduate student
- Strong organizational skills and demonstrated ability to manage multiple priorities
- Excellent creative, customer service, problem solving, verbal and written communication skills
- Ability to work as part of a team or in team setting
- Experience in writing, marketing, social media, and graphic design preferred
- Experience in event planning, workshop development, facilitation, training, and marketing a plus
- Proficient in Microsoft Office, Google documents, Adobe Creative Suite (Acrobat, Photoshop, Illustrator, Fireworks and InDesign) and social media platforms; knowledge of photography and video production software a plus
- Some night and weekend hours are required

Term: Flexible start date as early as June 4, 2018; flexible end date as late as June 21, 2019
Hours: 15-20 hrs per week
Pay: $13.65 per hour

To Apply: Persons interested should submit the general application from the Student Affairs website. Questions related to this position should be directed to Tanyah Barnes, MRC associate director at tbarnes@binghamton.edu or 607-777-4472.