

Marketing Assistant 2019-2020 Academic Year

The Fleishman Center for Career and Professional Development at Binghamton University seeks a Graduate Assistant for the 2019-2020 academic year. The Fleishman Career Center offers career consulting, internship, job search and interviewing assistance to all students at Binghamton University, and seeks a candidate who can help uphold the mission and goals of the department.

This position will assist with the development of marketing and promotional projects to inform students and the campus community about Fleishman Center programs, services and events.

Position Description:

The Marketing Assistant GA will:

- Help oversee a team of undergraduate student assistants including several writers, photographer and graphic designer
- Delegate projects to student assistants and provide feedback
- Support the entire Fleishman Center staff with any marketing projects
- Manage the Fleishman Center's marketing calendar and oversee email marketing, social media and website presence to ensure timely communications are made about upcoming events
- Assist in the planning and marketing for Fleishman Center's key programs and events such as the job and internship fairs, Etiquette Dinner, JCP Suit-Up Events, Student Affairs Internship Fund, LinkedIn Photobooths and other events/programs as needed
- Represent the Fleishman Center at events to promote services and upcoming programs as needed
- Use excel or another program to log and track projects for student assistants
- Utilize hireBING's email marketing platform to send targeted emails to students containing relevant jobs, internships and events
- Attend weekly staff meetings
- Evaluate the effectiveness of marketing strategies and encourage continuous quality enhancement
- Will be evaluated based on the National Association of Colleges and Employers' (NACE) Competencies

Qualifications:

- Must be enrolled full-time in a Binghamton University graduate program for duration of assistantship assignment;
- Must possess strong oral/written communication skills and technological expertise in business management tools including spreadsheets, word processing, presentation tools, LinkedIn, and databases
- Experienced utilizing technology as a teaching tool and for organizational purposes: Excel, Word, PPT, Google Calendar, Forms, and other apps, and learning a wide variety of career tools is expected: hireBING, LinkedIn, etc.
- Must be very personable with demonstrated strengths in working well with a diverse group of individuals including faculty, staff, industry partners, alumni, students and visitors
- Must be able to multi-task and change direction as a program needs require
- Must be highly self-motivated, detail oriented, and organized
- High level of professionalism
- Must be able to work 20 hours per week during 8:30am-5:00pm Monday-Friday. There may be occasional weekend/night requirements.

Compensation:

This assistantship includes a base stipend for the academic year of \$10,000, paid biweekly. This position is represented by the Graduate Student Employees Union (GSEU) and the stipend includes all potential union-negotiated raises applicable for the academic year. Twenty hours of work per week is expected.

It is anticipated that the assistantship will be for two consecutive academic years for Master's candidates, however, due to funding and performance considerations, the position will be offered as a single semester appointment, subject to renewal, and will be contingent on an applicant being accepted and maintaining enrollment in an appropriate graduate program at Binghamton University.

Apply:

Interested candidates should submit the general application found on the [Student Affairs website](#).

Applicants are strongly encouraged to review the Fleishman Center's [resume](#) and [cover letter](#) resources prior to submitting documents.

In keeping with our commitment to build a culturally diverse community, Binghamton University invites applications from women, people with disabilities, and members of minority groups.