



## UNIVERSITY OF SOUTH ALABAMA

### USA Housing Marketing Assistant

Fall 2023–Spring 2024

#### Position Summary

The USA Housing Marketing Assistant will assist in marketing efforts to support the goals of increasing applications through student engagement. The Marketing Assistant will gain experience in social media/content creation, promotional advertising, communications, graphic design, and campaign organization/implementation. The position is required during the fall and spring terms and the ideal employment period is October 2, 2023 – May 3, 2024. The MA can expect to work up to 20 hours per week during this period. This position reports directly to the Assistant Director, Marketing and Communications for USA Housing.

#### Job Responsibilities

- Represent housing at tabling information sessions and events where representation is needed at both on and off-campus sites.
- Connect with and assist prospective and current students and their families via phone, email, and in person.
- Assist with the physical implementation of housing marketing campaigns at both on and off-campus sites.
- Assist with social media content creation and posting.
- Assist with the conceptualization of marketing strategies.
- Host tours in the USA Housing residence halls for current student recruitment.
- Positively market facilities and amenities offered by USA Housing.
- Positively discuss personal experiences living on campus.
- Other duties as assigned.

#### Work Schedule

- Up to 20 hours per week at \$8.25 per hour
- Primary work hours flexible during time frame 8:00 AM – 5:00 PM, as well as additional hours available for special events.

#### Minimum Education/Experience

- Must have excellent communication and interpersonal skills.
- Currently enrolled student during term of employment.
- Preferred to have lived on campus for at least one full semester.
- Knowledge/proficiency with Adobe Creative Suite or similar software
- Knowledge/proficiency with content creation/posting on social media and social media practices.
- Be in good academic and conduct standing with the university.
- Cumulative GPA of 2.5 or higher at time of hire.
- Be in good standing with USA Housing.
- Must have knowledge of and willingness to learn about USA and USA Housing.
- Must possess the ability to positively and effectively represent USA and USA Housing.
- Must possess a valid driver's license and good driving record.

#### HOUSING