

Position: Design, Marketing and Social Media Student for Equity and Inclusion

- 2021-2022 Academic Year
- Hours: 15 – 20 hours/week (varies)
- Pay: \$13./hr
- Needs to be available for (paid) training 3-5 hours/week for 2- 3 weeks in spring or summer term
- Can include summer work
- Work study eligible, not required.
- APPLY THROUGH HANDSHAKE: <https://app.joinhandshake.com/jobs/4378081>

The purpose of this position is to assist the Communications Specialist at Division of Equity and Inclusion and central communications in connecting internal and external constituents to the programming, events, and resources offered and supported by the division and across campus.

Duties

- Create flyers, social media, email marketing program guides, promotional material, and other graphic assets for heritage months, series, conferences and special events with consistent branding and awareness of diverse cultural needs. Includes:
 - UO Homepage multi-media immersive stories
 - Heritage month digital, print, and social media assets
 - African-American Workshop and Speaker series
 - Dr. Martin Luther King, Jr. Awards
 - Graduations
 - Division of Equity and Inclusion newsletter
- Regularly update and create original work for website and social media, including repurposing flyers, etc. for social media and website specs within UO branding parameters and with a commitment to equity, inclusion, and cultural sensitivity.
- Create marketing campaigns for special events involving equity and inclusion
- Create/update division brochures, postcards and other marketing materials; create visuals for power point and other presentations.
- Create and maintain an accessible online filing system and create naming conventions.
- Create toolkits for equity and inclusion issues for online and print purposes
- Collaborate with Equity and Inclusion units, Central Communications, and other campus and community stakeholders as regards communication work and diversity, equity and inclusion issues.

Qualifications

Required Skills:

- Strong understanding and knowledge of visual design and marketing principles and tools as gained through course work and/or work experience.
- High level of proficiency and demonstrated classwork or professional experience in using all of the Adobe Creative Suite (particularly InDesign, Illustrator and Photoshop)
- Strong understanding of social media best practices and trends
- Understanding of writing for social media and websites; copy editing rules
- Strong cultural consciousness and experience working on range of diversity, equity and inclusion issues and with diverse populations
- Academic or work experience creating flyers, brochures, reports, marketing campaigns, branding, etc. and basic website updating
- Adeptness in using the Microsoft Office Suite (Word, Excel, Outlook, PowerPoint)
- Adeptness with photography and short video production (as pertains to social media and web work)

Professional Competencies

- Graphic, design, marketing and social media skills, including media image use
- Demonstrated experience interacting and working with diverse populations and equity issues
- Excellent communication skills (both verbal and written)
- Strong attention to detail (experience with editing and proofreading highly desired)
- Demonstrated time management and organizational skills, with the ability to manage details of multiple and complex projects for multiple stakeholders
- High tolerance and understanding for multiple iterations of editing and feedback inherent in design/marketing work
- Ability to work independently and as part of a team

Preferred Skills

- Experience with: email marketing, Drupal, university branding, photography/videography, and/or general research skills.

How to Apply

Graduate and undergraduate students with requisite skills are encouraged to apply by submitting a resume, cover letter, the names and contact information for two references, and **2-3 work samples and/or link to portfolio (required).**

The University of Oregon's Division of Equity and Inclusion (DEI) promotes inclusive excellence by working to ensure equitable access to opportunities, benefits, and resources for all faculty, administrators, students, and community members.