

Position: Design, Marketing and Social Media Student

- **2020-2021 Academic Year**
- **Hours:** 15 – 20 hours/week (varies)
- **Pay (fall):** \$12.25/hr
- Prefer summer start
- Work study eligible, not required.

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, program guides, promotional material, social media, email marketing 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 Luncheon
 - Graduations.
- Regularly update website and social media, including repurposing flyers, etc. for social media and website specs within UO branding parameters and with a mind 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 and Photoshop)
- 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)

Professional Competencies

- Graphic, design, marketing and social media skills
- 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.
- 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. For more information or to apply by email with resume, letter and portfolio examples to deicomm@uoregon.edu

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.