Campus Activities Center (CAC)
Marketing Coordinator
Job Description

15-20 Hours a Week
$8.00/hour

- Work with a full time staff to oversee the marketing and promotions of all Campus Activities Center programs and events
- Specifically assist 7220 Entertainment in marketing for all events
- Assist CAC in other special marketing projects including, but not limited to, RSO programs, etc.
- Coordinate with marketing interns to complete market research to better understand the programming needs of UW students
- Supervise interns, to ensure all marketing tasks are completed
- Develop social media marketing including Facebook, Twitter, Instagram and Snapchat
- Develop CAC website
- Develop a strong understanding of new technologies and their use for marketing and advertising.
- Write press releases
- Coordinate and train interns to implement marketing for each event
- Assist in developing and implementing 7220 Entertainment recruitment campaigns
- Attend weekly event coordinator meetings
- Attend weekly one on one meeting with CAC and Wyoming Union Marketing Office staff
- Attend mandatory Wyoming Union trainings

Desired Skills:
- Experience with social media platforms including Facebook, Twitter, Instagram and Snapchat
- Creative and innovative
- Strong attention to detail
- Effective oral and written communication
- Work with others collaboratively
- Work on projects independently and follow through to completion
- Ability to keep others on task