Service, Leadership & Community Engagement (SLCE)
Marketing Coordinator

Application

15-20 Hours a Week
2015-2016 Fall and Spring Semesters
$7.75/hour

Job Description:

- Work with full-time and part-time staff to oversee the marketing and promotions of all Service, Leadership & Community Engagement (SLCE) programs and events
- Continue the development of a comprehensive branding and marketing plan for SLCE
- Complete market research to better understand the service and leadership needs of UW students, faculty/staff, and community partners
- Develop an understanding of new technologies and their use for marketing and advertising
- Develop and manage social media / create a social media strategy
- Create a weekly electronic newsletter for students, staff and faculty
- Write press releases for programs and events
- Update SLCE website and monitor Google Analytics
- Coordinate with SLCE staff to implement marketing for all programs and events
- Assist in developing and implementing SLCE volunteer campaigns
- Attend weekly meetings with SLCE and Wyoming Union Marketing Office staff
- Attend mandatory Wyoming Union trainings
- Attend occasional night and weekend events
- Take photographs and video of programs and events

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
- Basic photography/video skills
Please return this completed application along with your resume and cover letter to Kim Zafft at zafft@uwyo.edu or drop off in the Wyoming Union Marketing Office (Wyoming Union 010) by **Friday, April 15th at 5:00 pm**.

Name:                      W#:                      

Classification/Year:       Major:                   

Phone#:                   Email:                   

Please contact Kim Zafft at zafft@uwyo.edu or 307-766-3763 with any questions.