

UNIVERSITY OF WYOMING
Service, Leadership, & Community Engagement Office (SLCE)

SLCE Marketing Coordinator

Responsibilities and Requirements

- Work with professional and student staff to oversee the marketing and promotion of all SLCE programs and events.
- Continue the development of a comprehensive branding and marketing plan for SLCE.
- Complete market research to better understand the needs of UW students, faculty/staff, and community partners.
- Manage SLCE social media accounts.
- Create a weekly SLCE electronic newsletter.
- Write press releases for programs and events.
- Update the SLCE website and monitor Google Analytics.
- Be available to work occasional evenings and weekends for SLCE programs and events.
- Attend SLCE/Center for Student Involvement & Leadership (CSIL) trainings and meetings.
- Represent the SLCE Office in a positive manner and maintain good disciplinary standing with the University.
- Maintain at least a 2.5 GPA.

Preferred Qualifications

- Strong oral and written communication skills.
- Attention to detail.
- Creativity and problem solving skills.
- Ability to take initiative and work with a high degree of autonomy.
- Basic photography and videography skills.
- Experience with various social media platforms.
- Basic graphic design skills.
- Previous experience with SLCE programs is **highly preferred**.

Terms of Employment & Compensation

This is a 15-20 hours/week position that pays \$12.00/hour. The position will begin one week prior to the start of the fall semester. This position will work through finals week and not during the winter or spring breaks. Specific duties may change slightly throughout the year as the SLCE Office continues to evolve.

While time expectation for this position is 15-20 hours per week, SLCE student coordinators will regularly need to work up to the 20 hour limit. Additional employment outside of the SLCE Office may not be compatible with this role. Failure to disclose additional employment may result in termination from the SLCE Office.