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**Job Title:** Student Marketing & Promotions Assistant

**Department:** Various Campus Departments
**Hourly Rate:** $12/hour
**Work Hours:** Up to 20 hours per week (flexible with class schedule)

**Position Summary:**

The Student Marketing & Promotions Assistant will support departmental marketing, communications, branding, and outreach initiatives to promote programs, events, and services to the Alabama A&M University community. This role provides hands-on experience in digital marketing, event planning, content creation, and public relations. Students will gain practical skills applicable to careers in marketing, business development, communications, sports management, and student affairs.

**Purpose and Learning Outcomes:**

* Gain real-world experience in marketing, promotions, and communications within a collegiate setting.
* Develop skills in digital marketing, branding strategies, and fan/customer engagement.
* Strengthen abilities in event planning, coordination, and logistical support.
* Enhance professional writing, public speaking, and presentation skills.
* Learn to analyze marketing data and metrics to assess campaign effectiveness and recommend improvements.
* Cultivate strong organizational, time management, and teamwork skills while working in dynamic environments.
* Build confidence in customer service and professional interactions with diverse audiences.

**Key Responsibilities:**

* Assist in the development and execution of marketing and promotional campaigns for departmental programs, events, and services.
* Support social media content creation, including graphics, videos, captions, and live coverage as needed.
* Distribute promotional materials and manage on-campus advertising or tabling efforts.
* Conduct basic market research through surveys, focus groups, and direct outreach to inform departmental strategies.
* Help coordinate and execute special events, wellness campaigns, game-day promotions, or student engagement initiatives.
* Provide courteous and professional customer service to students, staff, alumni, visitors, and external partners.
* Draft and edit marketing materials, documents, presentations, and internal communications.
* Track marketing metrics and provide post-event or campaign reports with recommendations.
* Attend required meetings, trainings, and team activities to support departmental goals.
* Perform additional administrative or operational tasks as assigned to support day-to-day office functions.

**Qualifications:**

Preferred knowledge, skills, and personal qualifications:

* Pursuing a degree in Marketing, Communications Media, Sport Management, Business, or a related field.
* Experience with social media platforms (Instagram, X, TikTok, etc.) and design/content creation tools (e.g. Canva, Adobe Creative Suite).
* Strong organizational skills with the ability to manage multiple tasks simultaneously.
* Excellent written, verbal, and interpersonal communication skills.
* Comfortable working in fast-paced, diverse, and team-oriented environments.
* Prior involvement in campus events, student organizations, athletics, or wellness programs is a plus.

Required Qualifications:

* Must be a currently enrolled undergraduate or graduate student at Alabama A&M University in good academic standing.
* Minimum cumulative GPA of 2.5.
* Professional demeanor with punctuality, reliability, and attention to detail.
* Ability to work flexible hours, including some evenings and weekends, depending on event schedules.
* Demonstrated commitment to confidentiality, departmental policies, and university standards.
* Friendly, approachable, and service-oriented attitude.

**Experience Gained in this Role:**

By the end of the employment period, the student will have developed skills in:

* Technology: The student will demonstrate proficiency with design software, social media platforms, and digital marketing tools to create and distribute effective promotional materials.
* Critical Thinking: The student will evaluate campaign performance data to assess effectiveness and recommend improvements for future initiatives.