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IOWA STATE UNIVERSITY
Academic Success Center



Academic Success Center Social Media and Marketing Coordinator

This paid leadership position in the Iowa State University Academic Success Center (ASC) provides an ISU undergraduate student the opportunity to coordinate and lead efforts in creating and managing brand and marketing for a complex multi-unit organization. The Social Media and Marketing Coordinator will help design and execute marketing plans, manage social media accounts for the ASC, make a cohesive content plan across all social media platforms, and support the ASC in communication efforts with partners and constituents. The Social Media & Marketing Coordinator will work a minimum of 8 hours a week and a maximum of 10 hours a week with a flexible schedule. The Social Media & Marketing Coordinator will be paid \$12.00 an hour.

Responsibilities

- Collaborate with ASC staff and unit teams to design and deliver social media marketing plans
- Manage ASC social media accounts in a consistent and timely manner
- Develop engaging promotional content for events and initiatives within the different ASC programs and services
- Create and implement an aesthetic that aligns with ASC branding and marketing
- Attend ASC events including tabling and workshops to capture media and stories for social media content and other marketing materials
- Bring creative ideas to implement in the promotional strategy of the ASC
- Use the ASC social media platforms to engage students and keep them informed on beneficial events, lectures, conferences across campus
- Utilize DSLR camera, basic lighting kit, audio, and Canva (or other design tools) to create promotional materials, social media posts, and graphics
- Help design and update the ASC website

Qualifications

- Full-time enrollment as an Iowa State University undergraduate student
- Cumulative Iowa State GPA of 2.75 and most recent semester GPA of 3.0
- Have completed at least one full year left at Iowa State
- Preferably studying marketing, advertising, graphic design, or public relations
- Interest or experience in social media marketing and content design
- Creative mindset and willingness to take full control of creating and developing content
- Have excellent organization and time management skills
- Willingness to work with the different ASC program units to promote their services
- Willingness to work on other unique projects when requested
- Experience using Canva or other design software/applications
 - Experience in Adobe Photoshop, InDesign, and PremierePro a plus

Compensation

- The Social Media and Marketing Coordinator will earn \$12.00 per hour for time spent in the office creating content, working on social media sites, attending events capturing content, and meeting with program staff.

Application

- Apply at https://iastate.qualtrics.com/jfe/form/SV_8BQwL1amFtEf8W and learn more about the ASC at <https://www.asc.dso.iastate.edu/>

Questions?

- Please contact Leif Olsen at leolsen@iastate.edu for questions related to the Social Media Coordinator.