



STUDENT POSITION DESCRIPTION

POSITION TITLE: Sustainable Campus Program Student Ambassador (Marketing)

WORK UNIT: EVPA

DEPARTMENT: Sustainable Campus Program

POSITION LEVEL: III

PAY RATE AT HIRE: \$11.85 (Work Study Required)

WORK HOURS: 15

JOB SUMMARY:

This position is responsible for supporting the Sustainable Campus Program (ASCP) through marketing, outreach and general programmatic support in order to expand the reach of the ASCP program and increase awareness of sustainability initiatives on campus. The selected candidate will manage ASCP social media, generate graphics for marketing and outreach materials, facilitate our monthly newsletter and work to improve our engagement with the campus community. The following skills/attributes are desired: graphic design experience, knowledge of/passion for sustainability, ability to adapt to changing priorities, positive attitude, works well with others, organized, follows through. This person will report directly to the AHEC Sustainability Coordinator.

APPLICATION PROCESS:

Please submit your resume and cover letter to Chris Herr (Sustainability Officer) for consideration: chris.herr@ahec.du.

Please Note: Applicants must include proof of work study eligibility, and provide a portfolio of past projects and designs.

JOB DUTIES:

- Generate graphic design and marketing material in support of outreach and education campaigns
 - This could include: event flyers, social media banners, outreach campaigns, video production, etc.
- Maintain social media presence (Facebook, Instagram, Twitter as needed)—generate and schedule relevant and engaging content

- Organize and oversee content compilation and launch of our monthly newsletter
- Track and analyze ASCP engagement on all communication platforms: ASCP newsletter, Facebook, Instagram, Twitter
- Develop and implement goals and strategies to improve our exposure and engagement via above mentioned platforms
- Coordinate content for our education and outreach “Did You Know” campaign, which includes informative posters and social media postings
- Participate in general ASCP programming and outreach as needed (ie: tabling, facilitating or staffing events, program implementation, etc.)
- Participate in weekly team meetings and professional development activities

DESIRED QUALIFICATIONS:

- Graphic design experience/familiarity with Adobe Creative Suite
- Experience managing social media platforms
- Passion for/knowledge of sustainability
- Excellent organizational skills, and a proven ability to see a project through from start to finish
- Excellent communication skills
- Ability to manage several projects at once and adapt to changing priorities
- Detail oriented
- Positive attitude
- Must be enrolled as a student at least part-time, or have sufficient proof that she/he is working towards a degree
- *Proof of Work Study required*

SUPERVISION:

- This position will report to the AHEC Sustainability Coordinator. In their absence, this position will report to the AHEC Sustainability Officer.