



Office of Sustainability Graduate Assistant

POSITION DESCRIPTION

TITLE: Marketing and Communications Graduate Assistant

DEPARTMENT: Facilities Management

DIVISION: Office of Sustainability

SUPERVISOR: Sustainability Coordinator

ADMINISTRATIVE: _____

STAFF: _____ X _____

OFFICE OF SUSTAINABILITY SUMMARY

- Expand campus awareness of commitment to sustainability
- Foster sustainability integration throughout the institution
- Advocate for campus infrastructure that promotes sustainability
- Cultivate the capacity of individuals to promote sustainability
- Serve as a sustainability resource for USD and the local community
- Engage in internal and external partnerships that promote sustainability

JOB DESCRIPTION

The Office of Sustainability Marketing and Communications Graduate Assistant is responsible for managing overall marketing and communication initiatives for the department, which includes physical, virtual, and interpersonal approaches. Responsibilities include website maintenance and communication, creation of advertisements and promotional flyers, campus outreach and collaboration, analytics, social media management, and writing material for the Sustainability website and Torero Weekly. This position is tasked with developing stories, articles, and materials to engage the USD community to learn about sustainability initiatives and practices. At least 50% of all marketing and communications will be in regard to energy and water efficiency and conservation.

The Marketing and Communications Graduate Assistant will be tasked with promoting on behalf of the various sustainability-affiliated student organizations on campus. This role also serves as an advisor to a Marketing and Communications Intern for the office.

Marketing (45%)

1. Website Maintenance

- a. Assist with maintenance and improvements to Sustainability website pages, keeping information on website current and accurate
- b. Maintain cohesive brand for the Office and its initiatives

2. Creation of Marketing Materials

- a. Utilize Canva, Photoshop, InDesign, and/or other design tools to create advertisements for formal office messages, campus education, and event advertisements
- b. Maintain cohesive brand for the Office and its initiatives

3. Outreach

- a. Work with partners on campus to advertise the Office's events, programs, and initiatives
 - i. Submit/post flyers (physical and digital) to campus posting areas
 - ii. Submit/post flyers for housing areas
- b. Submit marketing materials, including blurbs, for campus newsletters- housing, Changemaker Hub, Blue Buzz, etc.
- c. Maintain cohesive brand for the Office and its initiatives

4. Analytics

- a. Monitor and track engagement of website and social media accounts (Facebook, Instagram, Twitter)
- b. Set benchmarks for performance
- c. Keep track of key performance indicators:
 - i. Visits to website
 - ii. Engagement of social media posts ('likes', 'comments', 'shares')
 - iii. Follower counts
 - iv. Clicks to attached links
- d. Identify optimal posting times
- e. Assess impact of marketing efforts- compile report each semester

Communications (35%)

1. Website Communication

- a. Post all sustainability-related events, news articles, announcements, and spotlights on website through USD *MyPostings* platform
 - i. Keep online calendar up-to-date, ensuring that event postings are accurate and posted in a timely manner
- b. Communicate with other departments to cross-promote relevant events

2. Social Media

- a. Market events/campaigns/programs, etc. through various social media platforms
- b. Manage the Office's presence on Facebook, Twitter, Instagram, and Snapchat
- c. Grow the Office of Sustainability's online presence
- d. Increase online interaction with USD students

3. Highlights and Torero Weekly

- a. Create spotlight ("Highlights from The Office of Sustainability") content and Torero Weekly submissions
 - i. News articles, announcements, and events
 - ii. Testimonials from Green Certified offices, Eco-Residents, and/or community members and partners

Intern Advising (15%)

1. Provide direction to undergraduate student interns in regard to marketing and communication
2. Keep Marketing and Communication Intern on task
3. Provide regular progress reports on intern performance
4. Assist with the student intern hiring process for all interns each semester

Other Duties as Assigned (5%)

Examples:

1. Assist with various sustainability-related events and activities
2. Support office staff, as needed

MINIMUM QUALIFICATIONS

Enrolled in a graduate degree program at University of San Diego

PREFERRED QUALIFICATIONS

- Enrolled in a graduate degree program with a marketing emphasis
- Understanding of environmental, economic, and social issues related to energy use, water conservation, transportation, and waste management
- Experience in website maintenance
- Experience in creating marketing materials
- Experience with various social media platforms
- Strong interpersonal, written communication, and public presentation skills

PERFORMANCE EXPECTATIONS: KNOWLEDGE, SKILLS & ABILITIES

- Takes initiative to create work, self-motivated, good problem solver
- Capacity to conduct professional research and ability to present information effectively
- Possess strong interpersonal skills: ability to work with students, peers, administrators, faculty, and staff employees
- Possess strong organizational skills and ability to multi-task in a fast-paced environment
- Familiar with University policies and procedures
- Continued effort to connect practice and academic knowledge
- Work to advance the University's goal of creating a welcoming and inclusive environment
- Moderate skills in the use of the tools and equipment listed below

CERTIFICATES, LICENSES, REGISTRATIONS

None

SPECIAL CONDITIONS OF EMPLOYMENT

Must be available to work some evenings and weekends.

TOOLS AND EQUIPMENT USED

Personal computer (preferably both Macintosh and PCs), various software applications (Microsoft Office, Cascade, InDesign, PhotoShop, Canva, etc.), copier, scanner, telephone.

PHYSICAL REQUIREMENTS

The employee will frequently sit; talk; hear; use hands to finger, handle, feel or operate objects, tools or controls; reach with hands and arms. The employee will occasionally walk and must occasionally lift and/or move objects up to 25 pounds. The employee must be able to see closely and be able to adjust focus for use of computer and distance visibility.

WORK ENVIRONMENT

The noise level in the office is moderate; the facility is air-conditioned.

The duties listed above are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to the position.

The position description does not constitute an employment agreement between the employer and employee and is subject to change by the employer as the needs of the employer and requirements of the position change.

COMPENSATION & SCHEDULE

- \$15 per hour
- ~20 hours per week (typically between 9am and 4pm, Monday- Friday)
- Spring term: Tuesday, January 21, 2020 (negotiable start date)- Friday, May 22, 2020 (minus spring break from March 2 to March 6 and Easter break from April 9 to April 13)