



STUDENT JOB OPPORTUNITY

JOB TITLE: *Marketing Manager*

DEPARTMENT: Conestogan Yearbook

CONTACT PERSON/EMAIL/PHONE #: Hannah Keeports- Conestogan Editor, keeportsh@etown.edu or Liz Braungard- Conestogan Advisor, braungarde@etown.edu

TO APPLY: Email Hannah Keeports (keeportsh@etown.edu) for more information.

Deadline is December 31, 2017.

STUDENT JOB DESCRIPTION: Under the supervision of the Conestogan Editor and Advisor, the Marketing Manager will be responsible for building awareness of the yearbook around campus to increase sales. The Marketing Manager will have the flexibility and resources to accomplish this how they see fit including through sales promotion, on campus events, social media campaigns, and internet marketing. Hours are flexible and the majority of the work can be done on your own time as it fits into your schedule. This position is a great opportunity for anyone interested in marketing or sales to get hands-on experience to add to a resume.

- Responsible for building awareness of the yearbook around campus including but not limited to: social media, promotions, and on campus events
- Must be able to work with others on our team and in other departments throughout the college campus
- Participation in weekly staff meetings is required
- Must be a team-player and able to co-operate with other staff members
- Must be self-motivated and dependable

QUALIFICATIONS:

- Hard working and eager to learn
- Ability to effectively market the yearbook on campus.
- Strong technical skills; comfortable using both current office technologies and social media channels
- Strong organizational skills and attention to detail.
- Good interpersonal skills and desire to be a team player.
- Excellent written & oral communications skills

HOURS and/or HOURS PER WEEK REQUIRED: Varies; approx. 2-6 hours per week

PAY RATE: \$7.25 per hour.

SPECIAL SKILLS NEEDED (for example—drivers license/van training, CPR, etc.): none