



Student Employment Opportunity

Job Title:	Marketing Assistant
Department:	Office of External Affairs
Reports to:	Director of External Affairs
Hours:	Flexible (up to 20 hours per week during school sessions)
Rate:	\$20 per hour
Apply:	Please send an email cover and resume in PDF to Rebecca Levy (rlevy@paloinc.edu)

JOB SUMMARY

Under the general direction of the director in the Office of External Affairs. The marketing assistant will provide administrative, event and marketing communications support to the staff.

JOB DESCRIPTION

Essential Functions

- Create and monitor content for PAU's social media channels e.g. Facebook, Twitter, LinkedIn, etc.;
- Assist in the creation of copy, newsletters, graphic design, videos, etc.;
- Identify influencers and relevant conversations through social media tools;
- Ability to work special projects, preparation and staffing of events;
- Assist with basic administrative functions of an office;
- Ability to work with various publics necessary; and
- Other duties as assigned.

Qualifications

- Two years plus of marketing experience including one year of social media experience;
- Excellent written, verbal communication and listening skills;
- Strong interpersonal, organizational and analytical skills;
- A strong work ethic, dependable, and ability to prioritize multiple tasks and follow through in a timely manner;
- High attention to detail;
- Ability to work with those of diverse cultures and backgrounds;
- Proficient in Microsoft Office, Gmail and Google Drive, Adobe Acrobat, DocuSign, and Zoom;
- Proficient in social media channels (Facebook, Twitter, LinkedIn, Instagram, etc.) and tools e.g. HootSuite;
- Proficient in online newsletter software e.g. Mailchimp; and
- Graphic design and video editing skills a plus.