Student Activities Office and the Carleton Student Association
Student Activities Programming Board (SAPB)
Marketing Assistant
Position Description

Application Information

- Contact: Nadine Sunderland (nsunderl, x4462)
- Applications and hiring information online: go.carleton.edu/activities
- 5 hours per week, paid
- Paid mandatory training

Mandatory Training

- Attend and participate in training prior to the start of fall term

Overview

Carleton College employs hundreds of students in a variety of leadership and support roles. These students are vital in providing important programs and services to the campus community. With the talent, energy and spirit of Carleton’s student leaders, the College stands well-positioned to provide a true liberal arts education that challenges students to “learn broadly and think deeply.”

Marketing Assistant

This position assists the Marketing & Graphic Design Program Assistant in providing marketing and promotional support for a variety of programs and services coordinated by the Student Activities Programming Board (SAPB) and the Carleton Student Association (CSA). Responsibilities include the design of logos, posters, table tents, booklets, brochures, promotional items and annual publications.

This position will work approximately 5 hours per week during the academic year, with a combination of event planning responsibilities and attending events sponsored by the Student Activities Office and Carleton Student Association. This position will also assist Program Assistants in planning and promoting large, campus-wide events such as Spring Concert, Midwinter Ball, Halloween Concert, and Dances.

Marketing Assistant Responsibilities

- Collaborate with others in the development of an overall theme, look, and feel of publications and promotions for the Student Activities Programming Board (SAPB) and the Carleton Student Association (CSA)
- Consult with departmental professional staff on the design and editing of publications to ensure adherence to College design guidelines and standards
- Creatively design posters, banners, and other publications
- Maintain departmental and program specific websites as necessary
• Promote events electronically through a variety of methods
• Assist with managing the digital signage program for the SAPB and CSA
• Meet regularly with the Assistant Director of Student Activities
• Support Program Assistants in planning and implementing large, campus-wide events
• Other duties as assigned

Qualifications

• Carleton student in good academic and disciplinary standing
• Desire to learn about graphic design, marketing, and promotion
• Desire to create publications that are meaningful to students and other audiences
• Willingness to serve as part of a team
• Enthusiasm and willingness to learn
• Assertiveness and patience in the workplace
• Creativity, integrity, and a positive attitude
• Attention to detail and strong organizational skills
• Effective written and oral communication skills, problem solving abilities, and decision-making skills
• Ability to multi-task and manage multiple projects with overlapping deadlines
• Ability to represent the SAPB and CSA in a professional manner
• Willingness to work some evening, night, and weekend hours as needed
• Sense of humor

Preferred Qualifications

• Working knowledge of design software including Microsoft Publisher and Adobe Creative Suite (Photoshop, Illustrator, and InDesign)
• Working knowledge of web design and web design software
• Demonstrated experience in the design of posters, brochures, and websites
• Demonstrated understanding of the mission and purpose of the Division of Student Life