Student Activities Office and the Carleton Student Association
Student Activities Programming Board (SAPB)
Program Assistant, Marketing & Graphic Design
Position Description

Application Information

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

Mandatory Training

- May 21, 2013, 7:00 - 8:30 p.m.: Peer Leader Kick-Off
- September 2, 2013: Program Assistants arrive on campus
- September 3 - September 8, 2013: Program Assistant/Office training
- September 9, 2013: Peer Leader training
- September 10 - September 15, 2013: New Student Week involvement

Peer Leaders at Carleton College

Carleton College employs hundreds of students in a variety of leadership roles. These student leaders 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-poised to provide a true liberal arts education that challenges students to “learn broadly and think deeply.”

To this end, the Division of Student Life has developed a Peer Leader Integration Program, designed to unify and strengthen the efforts of its student leaders. This program has many overarching benefits, but emphasizes two main goals: 1) to develop a successful and inclusive combined Peer Leader Training Program; and 2) to identify how to best utilize the talent, energy and spirit of the student leaders in assisting fellow students in a collaborative manner. In pursuing these goals, we hope to build camaraderie among student leaders, promote greater understanding of the varied resources available to students, and ultimately lead to a higher level of student satisfaction and development.

Program Assistant, Marketing & Graphic Design

This position provides 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). This includes the design of logos, posters, table tents, brochures, promotional items, and annual publications. Programs coordinated by these organizations are designed to challenge beliefs, educate others, inspire the individual, entertain the soul, and create a sense of campus community and pride.

This position works approximately 10 hours per week during the academic year, with a combination of event planning responsibilities and assisting other students in the Student Activities Office. On occasion, this position will also support other Program Assistants in planning and implementing large,
campus-wide events such as Spring Concert, Midwinter Ball, Halloween Concert, and Dances. Additional work hours may be available for break programming (i.e. spring and winter break).

**Marketing & Graphic Design 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
- Develop and manage an annual operating budget
- Creatively design posters, banners and other print publicity
- Maintain departmental and program specific websites
- Promote events electronically through a variety of methods
- Manage the digital signage program for the SAPB and CSA
- Hire, train, and schedule student marketing assistants for SAPB
- Meet regularly with the Assistant Director of Student Activities
- Attend weekly meetings of the Student Activities Programming Board (SAPB)
- Support Program Assistants in planning and implementing large, campus-wide events
- Other duties as assigned

**General Responsibilities**

- Collaborate with other Peer Leaders, staff and faculty in creating a welcoming and inclusive campus community
- Provide resources and opportunities for students to pursue and reflect on experiences that prepare students for their post Carleton lives
- Serve as a positive role model and mentor to students
- Encourage students to explore and become involved in a variety of curricular and co-curricular activities on campus and in the community
- Be a positive source of energy and information to students
- Be available to assist with the welcoming of students and their families during New Student Week
- Serve as an effective participant in small group settings during New Student Week

**Qualifications**

- Carleton student in good academic and disciplinary standing
- Desire to create creative publications that are meaningful to students and other audiences
- Desire to learn about graphic design, marketing, and promotion
- 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 graphic design of posters, brochures, and websites
• Demonstrated understanding of the mission and purpose of the Division of Student Life