Student Activities Office and the Carleton Student Association
Student Activities Programming Board (SAPB)
Program Assistant, Publications & Social Media
Position Description

Application Information

- Contact: Ana Sontag (asontag, x4462)
- Applications and hiring information online: go.carleton.edu/activities
- 10 hours per week
- Paid mandatory training

Paid Mandatory Training

- May 19, 2015, 7:00 - 8:30 p.m.: Peer Leader Kick-Off
- September 1, 2015: Program Assistants arrive on campus
- September 1 - September 6, 2015: Program Assistant/Office training
- September 7, 2015: Peer Leader training
- September 8 - September 13, 2015: 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, Publications

This position is responsible for the production of The Noon News Bulletin (NNB) and The Lagniappe. The NNB is published Monday, Wednesday, and Friday during academic terms and solicits advertisements and announcements from students, staff, faculty, alumni, and other members of the Carleton community. The Lagniappe is Carleton’s official student planner and is created primarily during winter and spring. This position is also responsible for the design and creation of video blogs, facebook updates, twitter feeds, event photos, and video footage.

This position will work approximately 10 hours per week during the academic year and summer (if desired), with a combination of event planning responsibilities and assisting other students in the
Student Activities Office. This position will also assist other Program Assistants in planning and implementing large, campus-wide events. Additional work hours may be available for break programming (i.e. summer, spring, and winter break).

**Responsibilities**

- Responsible for all aspects of producing and distributing the *NNB* a minimum of three (3) times per week during the academic year
- Maintain the *NNB* website and make improvements as needed
- Manage reservations and billing statements associated with the *NNB* and *The Lagniappe*
- Assist with taking digital photographs of SAPB and CSA sponsored events for use in website development and publications
- Design *The Lagniappe* and solicit calendar submissions from the campus community
- Represent the *NNB* and *The Lagniappe* at all CSA meetings as necessary
- Represent *The Lagniappe* during the CSA spring allocation process, ensuring all necessary financial requests are submitted and presented accurately and timely
- 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 video blogs
- Capture footage and photos of events
- Maintain departmental and program specific websites as necessary
- Promote events through facebook and other social media
- Meet regularly with the Assistant Director of Student Activities
- Support Program Assistants in planning and implementing large, campus-wide events
- Attend weekly meetings of the Student Activities Programming Board (SAPB)
- 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 learn about graphic design, marketing, and promotion
• Desire to create publications that are meaningful to students and other audiences
• Basic photography skills and/or the willingness to learn
• 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 video editing
• Demonstrated experience in graphic design of posters, brochures, and websites
• Demonstrated understanding of the mission and purpose of the Division of Student Life