Student Activities Office
Student Activities Programming Board (SAPB)
Program Assistant, Publications & Social Media

Position Description

Application Information

- Contact: Ana Sontag
- Applications and hiring information online: go.carleton.edu/activities
- 10 hours per week
- Paid mandatory trainings

Paid Mandatory Trainings

- May 16, 2017, 7:00 - 8:30 p.m.: Peer Leader Orientation
- August 28, 2017: Program Assistants arrive on campus
- August 28 - September 3, 2017: Program Assistant/Office training
- September 4, 2017: Peer Leader training
- September 5 - September 10, 2017: New Student Week involvement
- January 6, 2018: Peer Leader Training
- Required weekly SAPB meetings Tuesday during Common time

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.”

Guided by the core values of social justice and inclusivity, the Peer Leader training program provides a collaborative campus-wide hub to prepare students to lead by giving them the tools, resources, connections, and skills they need in order to serve the Carleton community.

Program Assistant, Publications and Social Media

This position is responsible for the production of The Noon News Bulletin (NNB) and The Lagniappe and the management of all the Student Activities Office social media accounts. 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 works approximately 10 hours per week during the academic year, with a combination of event planning responsibilities and front desk duties in the Student Activities Office. Front desk duties may include answering questions from faculty, staff, and students; assisting student organizations in
event planning; and completing office tasks as needed. In addition, this position supports other SAPB Program Assistants in planning and implementing large, campus-wide events.

Responsibilities

- Responsible for all aspects of producing and distributing the NNB a minimum of three 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 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)
- Consult with departmental professional staff on the design and editing of publications to ensure adherence to College design guidelines and standards
- Maintain departmental and program specific websites as necessary
- Manage Facebook and Instagram accounts, and other social media outlets
- Manage an annual operating budget
- Attend weekly meetings of the Student Activities Programming Board (SAPB)
- Support Program Assistants in planning and implementing large, campus-wide events
- Meet regularly with Assistant Director of Student Activities
- Other duties as assigned

General Responsibilities

- Collaborate with other Peer Leaders, staff and faculty in creating a welcoming and inclusive campus community
- 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 SAPB and SAO 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