

Position Description: The School of Education is seeking a highly motivated and creative student workers (Federal Work Study) to assist with marketing and communications tasks. This position offers a unique opportunity for a talented individual to gain hands-on experience in graphic design, marketing, communication, and social media within a university setting.

Reporting to: Chair of the School of Education, Dr. Michael Downton and Academic Advisor/Grant Administrative Coordinator, Mrs. Elizabeth Ketchum.

Number of positions available: 2 to 3 depending on availability and experience

Responsibilities:

- Collaborate with the School of Education to create visually appealing graphics and digital content to promote the schools programs and initiatives.
- Assist in the development and execution of marketing campaigns across various channels, including social media, email, and print.
- Manage and update social media accounts, engaging with the university's online community, and monitoring trends and analytics.
- Assist with event planning and coordination, including the design of promotional materials and on-site support.

Qualifications:

- Enrolled as a student at McKendree University and eligible for Federal Work Study
- Knowledge of marketing principles and basic understanding of digital design and marketing concepts.
- Excellent communication and writing skills.
- Familiarity with various social media platforms and trends.
- Creative thinker with a keen eye for design and attention to detail.
- Ability to work collaboratively in a team environment.
- Previous experience in graphic design, marketing, communication, or social media is a plus.

Benefits:

- Valuable experience working within a university marketing and communications team.
- Opportunity to build a diverse portfolio of work.
- Flexible work hours to accommodate your class schedule.

How to Apply: Interested candidates should submit their resume, cover letter, and a portfolio of relevant work (if available) to Dr. Michael Downton, Chair – School of Education (mpdownton@mckendree.edu). Please include "Student Worker Application - Graphic Design, Marketing, Communication, and Social Media" in the subject line of your email.