

Advocacy Inclusion and Support Programs
Student Affairs and Campus Life Undergraduate Assistant
Statement of Duties

Title: **Web Writer, Marketing and Publicity**
Agency: Center for Multicultural Advancement and Student Success
Supervisor: Chona Lauyan, Assistant Director for Marketing and Publicity

A. General Description: 10 Hour Work-Study Position:

The Web Writer will work with the Assistant Director for Administration, Publicity and Marketing to write content for the website (www.umass.edu/cmass), assist with building and maintaining social/digital presences as well as clerical duties as necessary. S/he will engage in producing content for the website as well as uphold the mission and vision of CMASS. This position offers opportunities to: practice multitasking, network with stakeholders across campus in accomplishing marketing goals, provide satisfactory customer service, practice interviewing, apply marketing skills and write multiple articles. Reappointment is dependent on department need, satisfactory performance evaluation, experience, academic standing and funding availability.

B. Required Duties:

1. Conduct interviews with students, staff and faculty for the Spotlight Section of the CMASS website. (www.umass.edu/cmass)
2. Assist in producing spotlight videos for the Spotlight Section of the website – from writing scripts, filming/editing footage to launching it on social media.
3. Write/prepare original, digital features to be published on a daily-to-weekly basis. This includes: photo stories, a weekly newsletter column, social media posts and other activities that enhance the visibility of CMASS from a digital perspective.
4. Edit the weekly newsletter for concision, spelling, and grammar.
5. Photograph and document programming put on by CMASS and the Cultural Centers.
6. Update the CMASS website using industry best practices to increase click-rates and metrics.
7. Produce and edit digital flyers/signage/brochures using Photoshop while working in the parameters of university branding guidelines/recommendations.
8. Utilize all marketing-related IT skills.
9. Send final products to supervisor for editing and review before submitting to webmaster.
10. Report events on- and off-campus as necessary.
11. Assist in other areas of CMASS as needed.

C. Minimum Requirements:

1. Undergraduate student in good academic standing and enrolled in degree program.
2. Must have work-study.
3. Able to work ten (10) hours a week and meet work requirements.
4. Experience maintaining accurate up-to-date records.
5. Excellent oral and written communication skills and public speaking skills.
6. Competence with Microsoft Office, Excel, video editing software (Adobe Premiere, Final Cut Pro, or similar) Adobe Creative Cloud (Photoshop, Spark, etc.), Drupal, videography/cameras, social networking sites/applications and other professional industry tools.
7. Experience working on outreach initiatives and event management.
8. Experience/demonstrated interest in managing social media channels on behalf of an organization.
9. Ability to work independently.
10. Ability to work some nights and weekends.

D. Supervision Required

Report directly to the Assistant Director for Administration, Publicity and Marketing.
Report indirectly to the Director.

E. Confirmation of Hire:

Date of Assistant Director for Administration, Publicity and Marketing Review and Recommendation for hire: