

Advocacy, Inclusion and Support
Undergraduate Student Staff Statement of Duties

TITLE: Creative IT-Marketing, Publicity and Administration
AGENCY: Center for Multicultural Advancement and Student Success
SUPERVISOR: Chona Lauyan, Assistant Director for Administration, Publicity and Marketing

A. General Description: 10 Hour Work Study Position:

The Creative IT will work with the Assistant Director for Administration, Publicity and Marketing to support the publicity and marketing activities of CMASS. S/he will engage in graphic design for posters and website that will be published in the CMASS social media platforms; this individual will also produce, edit and launch videos, as well as uphold the mission and vision of CMASS. This position offers opportunities to: be creative, create content that can serve as portfolio pieces, gain understanding of building and maintain a brand from a technical perspective, manage deadlines and work in a team setting. Reappointment is dependent on department need, satisfactory performance evaluation, experience, academic standing and funding availability.

B. Required Duties:

1. Create graphic designs for posters and website using Adobe Photoshop and other leading industry tools consistent with branding and UMass policies inclusive of other merchandising materials.
2. Produce videos inclusive of planning, filming and editing; take concepts and turn into products.
3. Photograph events; adjust photos for brightness, focus, contrast and upload to social media.
4. Manage/design multiple posters requests to meet publicity demands and timelines.
5. Assist in publicity of events held/hosted/sponsored by CMASS and cultural centers.
6. Track visitors on website and run/compile reports on social media metrics.
7. Assist other areas of CMASS as needed.

C. Minimum Requirements

1. Undergraduate student in good academic standing and enrolled in a degree program.
2. Must have work-study
3. Able to work 10-hours a week and meet work requirements.
4. Excellent oral and written communication skills, public speaking skills.
5. Proficiency with Photoshop and editing software in the Adobe Creative Cloud Suite.
6. Proficiency with cameras and Adobe Premiere, Final Cut Pro (or other professional video editing software)
7. Competence with Microsoft Office, Adobe Creative Cloud, social media, and social media tools.
8. Ability to work with team as well as work independently.

D. Supervision Received

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

How to apply:

Send resume, cover letter and sample/s of work to chonal@umass.edu

Application Deadline: November 18, 2019 @ 11:59pm