Job Title: Marketing Coordinator
Classification of Position: Marketing Specialist
Name/Address of Student’s Employer: Neighborhood Housing Office
Student Union WG85
2200 E Kenwood Blvd
Milwaukee, WI 53211

Job Description
The Marketing Coordinator will support the activities of the Neighborhood Housing Office by promoting the mission of the NHO through rental education marketing campaigns.

Job Duties:

Primary Duties

- Develop and implement plans for the development and improvement of the office’s marketing content and strategies
- Update and maintain a comprehensive manual and marketing calendar
- Liaise with Union Marketing to develop ongoing rental education campaigns and advertise NHO events and services
- Ensure all printed collateral is strategic, updated, and in line with the NHO mission and UWM branding guidelines
- Collaborate with Digital Marketing Intern, Social Media Intern, and other team members to streamline marketing content across all platforms
- Analyze data including Key Performance Indicators and make data-informed decisions to improve marketing strategies

Approx. Percent of Time Applied Over One Year

15%
15%
15%
15%
5%

Additional Duties

- Actively participate in one-on-one meetings and team meetings
- Staff Neighborhood Housing and External Relations events (Housing Fair, State Fair, Summerfest, etc.)
- Special projects and other duties as assigned

20%

Qualifications & Education Requirements:

- UWM Student enrolled in a minimum of 3 credits and maintain a 2.5 or higher semester and cumulative GPA
- Must live near UWM’s Kenwood campus and have renting experience or complete the Preferred Tenant Program
- Must be able to prioritize this job if holding more than one employment position, school is only exception
- Utilize Adobe and Office 365 programs (Microsoft Word, Excel, Sharepoint, Onedrive, Onenote, Teams, etc.)
- Ability to multitask, interpret, and utilize a constant, large amount of information in a fast-paced environment

Preferred Qualifications & Skills:

- Eligible for Federal Work Study
- Experience with Indesign, Adobe, Social Media beyond personal use, Qualtrics, and customer service
- Possess excellent written and interpersonal communications skills
- Ability and interest in taking initiative and independently solve problems within the scope role
- Ability to maintain effective working relationships with other campus departments and external constituents
- Strong organizational skills and the ability to exercise discretion and maintain confidentiality
- Be energetic, possess a strong work ethic, be self-motivated, reliable, empathetic, and have a strong desire to help their fellow students, co-workers, and other customers

Compensation & Evaluation:
The starting wage for this position is $12.00/hour. This is determined with consideration of university guidance and comparable positions across campus. Employees will be evaluated quarterly using mid-semester and end of semester evaluations to promote growth. Employees will be considered for a merit increase for each 12 months completed in the role in accordance with University Relations Student Employment guidelines. For reference, the Student Employee Manual can be found at uwm.edu/hr/student-employees/

| Department: | External Relations/Neighborhood Housing |
| Supervisor Name: | Alyssa Conrardy |
| Supervisor Phone/Email: | 414-229-6999/nho-supervisor@uwm.edu |
| Student’s Length of Employment: | Due to the nature of work required by this role, candidates must be able to commit to 2 semesters of work minimum. |