

**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

Approx. Percent of Time  
Applied Over One Year

- Develop and implement plans for the development and improvement of the office's marketing content and strategies 15%
- Update and maintain a comprehensive manual and marketing calendar 15%
- Liaise with Union Marketing to develop ongoing rental education campaigns and advertise NHO events and services 15%
- Ensure all printed collateral is strategic, updated, and in line with the NHO mission and UWM branding guidelines 15%
- Collaborate with Digital Marketing Intern, Social Media Intern, and other team members to streamline marketing content across all platforms 15%
- Analyze data including Key Performance Indicators and make data-informed decisions to improve marketing strategies 5%

Additional Duties

20%

- 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

**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/](http://uwm.edu/hr/student-employees/)

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