



Student Association at UWM Executive Committee Job Description

JOB TITLE	Marketing and Programming Director	PAY RATE	\$12/hour
BRANCH	Executive Branch	EFFECTIVE DATE	June 1, 2021
REPORTS TO	Executive Committee and Senate	END DATE	May 31, 2022

PRINCIPAL PURPOSE OF JOB: The Marketing and Programming Director is responsible for coordinating all marketing, communication, content management of websites and social media through which the Student Association outreaches to the larger student population. In addition, the Marketing and Programming Director will lead a programming work group to coordinate programs and events designed to further the mission of the Student Association

LEVEL OF AUTHORITY: Performs routine and non-routine tasks with only general direction.

WORK ENVIRONMENT: Work is performed mostly indoors in an office setting. Many hours will be spent on the phone, in the office, and on a computer. Some travel may be required.

ESSENTIAL JOB FUNCTIONS:

1. Oversee all coordination and implementation of planned events.
2. Create and update content for social media with regularity.
3. Coordinate SA communication across all other relevant social media platforms.
4. Serve as the branding officer for the Student Association and coordinate the design and production of any promotional materials working with the president.
5. Provide monthly analytics reports for social media platforms and provide regular communication strategy updates.
6. In conjunction with Union Marketing, coordinate publicity for all SA events and elections.
7. Meet regularly with Union Marketing.
8. Collaborate with Senators and Executive Members to arrange regular events designed to further the mission of the Student Association, including town halls and the State of the Students Events.
9. Represent SA on key campus programming committees with the Outreach and Recruitment Director.
10. Develop Student Association programming and event calendar.
11. Develop Production plans for each SA event.

12. Advise committees on programming efforts and opportunities.
13. Coordinate all collaborative programming efforts.
14. Coordinate with University Relations for marketing and SA promotion efforts.
15. Attend Senate meetings and provide reports as necessary.
16. Serve as a voting member on the Executive Committee.
17. Lead the SA Strategic Plan initiatives that are assigned to the Marketing and Programming Director.
18. Hold at least 10 office hours per week.

QUALIFICATIONS:

1. Must be a currently enrolled Student, who is at least half time (6+ credits), at UW-Milwaukee.
2. Must have a working knowledge of the Student Association.
3. Must be able to work collaboratively and independently when necessary.
4. Must have good communication skills and be able to follow direction.
5. Must have experience with social media, marketing and promotion, and planning and executing events.
6. Experience with adobe creative suite, public relations, developing communication or social media strategies, website content management, and working with UWM Reservation and Event Planning Services are preferred.
7. Must maintain at least a 2.5 Cumulative GPA
8. Must be available for the duration of the term, including during Summer 2021.

OTHER:

1. The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences or relief, to equalize peak work periods or otherwise to balance the workload.

Are you able to perform the essential functions of the job? YES _____ NO _____

Signature _____ Date _____