Kirby Student Center
First-year Programs
Communications & Marketing Manager

As one of three managers, you will work as a team member with Kirby Student Center (KSC) staff on first-year programs, and this role is a paid position. The managers assist the Program Coordinator with the development of a successful experience for incoming students that develops the Bulldog community. The workload starts with a few hours per week and builds in hours during the summer. The preliminary responsibilities and expectations of the positions are listed below, while other responsibilities may be assigned when appropriate. You will also have the opportunity to work with other programs to further your academic/career goals and to support the needs of KSC.

Duties/Responsibilities
The Communications and Marketing Manager will communicate to incoming students the necessary information regarding their transition to UMD. Additionally, they will be responsible for the graphic design of all materials/publications.

Marketing Duties
- Creating printing and marketing materials needed for incoming students in their transition to campus
- Working on campus décor items (such as window clings, wall wraps, directional signs, etc.)
- Working with the KSC Communications Specialist on welcome week communication plan, completing associated tasks, and assisting with social media during welcome week and first-year programs
  - Developing a variety of platforms designed to reach incoming students, including but not limited to: website; Twitter; Facebook; Instagram

Administrative Duties
- Designing staff uniforms, which includes use of University logos
- Attending staff, supervisory, and campus partner meetings
- Assist with recruiting, hiring, and training welcome week student leaders
- Attending Bulldog Welcome Week advisory working group meetings, as able
- Providing input regarding the allocation of funds in the budgeting process, when needed

General
- Making decisions regarding the welcome week program while always considering the potential impact on incoming students
- Completing office hours at Kirby 101 desk
- Filling-in at Kirby Welcome Desk, as needed
- Assisting with cleaning out welcome week files and storage
- Providing customer service to Kirby 101 guests

Other Duties As Assigned
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Required Qualifications
- Must be a current UMD degree-seeking undergraduate student registered for the Fall 2019 semester.
- Have a cumulative GPA of 2.5 or above
- Energy, enthusiasm, and sensitivity for assisting students facing many new experiences
- Demonstrated effective teamwork, communication, and conflict resolution skills
- Ability to exhibit professional conduct at all times
- Meet with I-9 administrator to submit documentation for Section 2 of the I-9 on or before the first day of work

Preferred Qualifications
- Be willing to learn about KSC programs, publications, and outreach efforts
- Effective communication skills and a willingness to learn how to have difficult conversations
- Ability to manage details and piece together many pieces of separate data
- Ability to work independently and under direction
- Graphic design experience

Time Commitment & Training
- 5-10 hours/week during Spring 2019, including staff and supervisory meetings
- 10-20 hours/week during May-July 2019
- 30 hours/week August 2019
- 5-10 hours/week Fall 2019
- Be available for long days and extended hours from 8/19-8/26
- Attend NODA Region 5 Conference: March 15-17, 2019
- Attend welcome week student leader training: TBD
- Attend Kirby Student Center mandatory employee training Fall 2019: TBD

Compensation
- $10.50/hour of their work
- Valuable work experience for future employment
- Development of leadership and organizational skills

Reports To
- Program Coordinator (Direct Supervisor)
- Can take direction from any KSC professional staff member

Questions & Selection Information
- Contact Emily Borra at 218-726-8740 and/or eborra@d.umn.edu for more information
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How to Apply
Applications must be submitted online and include a resume and cover letter stating why you are interested in the Orientation Leader position. To be considered for this position, please click the “Apply” button and follow the instructions. After you complete the online application, you may be attach your cover letter and resume by accessing your “My Activities” page and uploading documents there.

Job application ID is 328778. You must apply through the UMD Human Resources website. Click on this link to apply. If that doesn’t work, search for the job application ID.

Program/ Unit Description: Kirby Student Center is the hub of student activities on the UMD campus. KSC houses and supports more than 270 student organizations, the Kirby Leadership Institute, the Welcome Desk, and Event and Conference Services. Through the efforts of ten professional staff and more than 30 student employees, Kirby strives to offer a positive and engaging experience for everyone the UMD campus.

OUR MISSION Kirby Student Center creates community at the heart of campus. We do this by serving the needs of the campus and community by providing involvement opportunities, services, programming and facilities that promote and strengthen the student learning experience for everyone on the UMD campus.

OUR VISION We will be the true center of campus: the place where students, staff, faculty and community will meet to learn from each other and share experiences in inclusive, innovative and inspiring ways.

OUR VALUES Student development, connection, inclusivity, support and excellence.