RUTGERS RESIDENCE LIFE

MARKETING AND COMMUNICATIONS COORDINATOR

Key Duties:

- Develop highly strategic communication plans and marketing materials for the departments of residence life, four unique cultural centers, and the division of student affairs.
- Create marketing content through Adobe Creative Suite and distribute and monitor through social media scheduling platforms and listening tools.
- Produce high-quality video, photo, and other digital marketing assets to support and showcase all divisional and departmental goals.
- Utilize the content management system such as WordPress or Drupal to assist in maintaining departmental web content.
- Analyze a project management database to effectively assign and prioritize projects and resources.
- Assist with recruiting, training, and supervising the student marketing team.
- Create messaging which aligns with key messages of departments and university communications.

Key Qualifications:

- Bachelor's degree, Master's degree preferred; or equivalent combination of education and/or experience.
- A minimum of two years of experience in marketing, graphic design, public relations, communications and website management.
- Must have comprehensive proficiency in current graphic design trends/Adobe Creative Suite, use of video equipment, DSLR cameras, lighting systems, and Google Analytics.
- Ability to work with a highly diverse population, excellent problem-solving and critical thinking skills, and a strong commitment to student development and customer service.
- Must be detail-oriented, organized, and have the ability to work independently as well as on a team.
- Must possess and maintain a valid driver's license to occasionally drive a departmental vehicle.

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Marketing Specialist

RUTGERS Student Affairs

@RutgersResLife

(848) 932–4371
oncampus@rutgers.edu
ruoncampus.rutgers.edu

Residence Life