

Marketing and Engagement Leader

DESCRIPTION

The GSRC Marketing and Engagement Leader (MEL) helps plan and execute educational campaigns, GSRC events/programs, develop and design digital and print resources, and serve as an ambassador of the GSRC through community outreach. MEL's help design and produce the creative and programmatic direction of the GSRC while also staying abreast to events and opportunities to represent the office for tabling and other outreach throughout campus.

HUMAN RESOURCES DETAILS

Shifts: 8-15 hours/week • Mornings, evenings, and weekends available

Starting Wage: \$16/hour

Reports To: GSRC Director (or designee)

GSRC HOURS OF OPERATION (during the academic year while classes/finals are in session)

7 Days a week: 11am – 12am

When possible, the MEL position can start the week of wildcat welcome -prior to the mandatory team training- to support GSRC wildcat welcome tabling and event. Please talk with your supervisor to confirm the start date.

ESSENTIAL FUNCTIONS & EXPECTATIONS

Marketing and Engagement Leaders will report directly to the GSRC Director (or designee). Duties include completing projects off the research and design list, creating content for Stories of Pride, coordinate the GSRC newsletter, GSRC social media, research and design educational exhibits and resource in the center, complete events related to their assigned area of focus, and conduct campus outreach efforts when needed.

The position requires maintaining a regular weekly schedule with some flexibility for program and outreach support. MEL's must attend and occasionally contribute portions of the monthly Continued Education and quarterly trainings for team building, development, and advancement opportunities throughout the academic year.

Expectations:

- Adhere to expectations set forth by the GSRC
- Share and activate around ideas related to media campaigns and digital resources that would benefit the Northwestern student experience
- Remain in good academic standing, with a minimum cumulative GPA of 2.0, with no/low level conduct violations. Conduct violations are subject to review.
- Must complete projects in the timeline established
- Meet bi-weekly with the GSRC Director
- Work GSRC desk-shifts as needed and complete SRA duties assigned to the role
- Attend quarterly team trainings (usually only fall quarter), only absence exception is for scheduled classes
- Complete annual performance evaluations

Programmatic Focus

In addition to the digital and print campaigns -and office outreach- each MEL will have a programmatic focus and will create and facilitate events at the frequency agreed upon with the GSRC Director. The areas of focus are:

Pleasure and Desire Series: The goal of this series is to help students explore and understand pleasure and desire as it relates a person's gender and/or sexuality through facilitating conversations, processing resources/information together, organizing trips and/or guest speakers. This student needs to be comfortable and skilled in supporting people and groups through intimate conversations while also maintaining professional boundaries

Intergenerational Initiatives: The goal of these initiatives will be to help connect current students to members of the community beyond the generations represented in the NU student body. This will require collaboration with the Levy Senior Center, NUPAC, and the LGBTQIA+ Intergenerational Dialogue Project. This person needs to be comfortable and skilled facilitating groups and individuals through story telling activities.

Please remember this area of focus is *in addition* to digital work that will account for your average weekly hours. Please mention which focus areas you are interested in during the interview process.

MINIMUM SKILLS AND QUALIFICATIONS

- Enrolled Northwestern University undergraduate student
- Work-Study eligibility is strongly preferred but not required
- Ability to work and solve problems independently and collaboratively.
- Punctuality and reliability with meetings and deadlines
- Design skills (photography, video production and editing, graphic design, canva, adobe suite)
- High degree of organization and professionalism
- Desire to serve peers and act as a role model
- Comfortable communicating and facilitating learning with students, staff, community members, and alumni.
- Experience in research and resource collection, customer service, and demonstrated commitment to diversity and inclusion are highly desirable.
- Availability for weekend shifts is a must.
- Demonstrate commitment to diversity and inclusion through coursework or involvements
- Strong commitment to engagement and belonging