

POSITION DESCRIPTION

A team member who provides creative energy to promoting Norris Center to the Northwestern Community. The Assistant works on assigned projects with a focus of maintaining brand standards for Norris, which includes updating the website, posting on social media and providing input on programs and service area advertisements. The Brand Assistant consults with students to make sure Norris is being trendy and providing a great experience.

HUMAN RESOURCES DETAILS

Shifts: 10-12 hours/week – hybrid work structure- some shifts remote, some are required in person. Work location in-person is ARTica Studios.

Starting Wage: \$14.38/hour

Reports To: Assistant Director Programs/Recreation, Program Manager

ESSENTIAL FUNCTIONS

1. Assist with developing ad designs for Norris's area events, programs, and services
2. Submits information about Norris to PIP (Plan it Purple-(University Calendar) Student Paw Print, Snapshot and other forms of communication.
3. Creates social media postings – Facebook, Instagram, and Twitter
4. Assists with distribution of Norris Swag items
5. Post ads (flyers, posters) in Norris's elevator, sandwich boards signs and specific building locations
6. Post ads for Norris TVs
7. Checks and updates the website weekly to keep information current.
8. Attends bi-weekly meetings to discuss brand strategy and building promotions
9. Participates at all Norris building promotions (Norris at Night, Halloween, Exam Relief)
10. Attend area meetings and Norris University Center orientation and training programs.
12. Performs other duties as assigned

MINIMUM SKILLS AND QUALIFICATIONS

- Current Northwestern University Undergraduate Student
- Proven experience using design software- InDesign, Illustrator and Photoshop
- Basic knowledge of web design
- Ability to work independently
- Work Study Preferred

