

Marketing & Promotion Assistant Volunteer Position Description

Position: Marketing and Promotion Assistant
Location: Center for Leadership Learning – 1350 The Grove
Duration: 1 – 2 quarter commitment
Hours: 3 Hours (one shift per week)
Dates: TBD (dependent on student & staff schedule)

Mandatory Training: TBD

Compensation: Volunteer position, no monetary compensation

Position Description: Under the supervision and direction of the Center for Leadership Learning (CLL) Director and Volunteer Coordinator, the Advertising and Marketing Assistant Volunteer will serve in a support role to promote, market, and publicize the CLL's programs and services among the UC Davis undergraduate community. The Marketing and Promotion Assistant will actively collaborate with current CLL Communications Interns to create, plan, and implement in-person, print, and digital marketing strategies across campus.

Volunteer duties include, but are not limited to:

1. Collaborating with the Communications interns to brainstorm and develop innovative ways to promote the CLL via social media, video, photography, and other means of outreach.
2. Assisting Communications interns in editing and providing feedback on marketing and promotional items.
3. Researching and informing the Communications interns of on- and off-campus advertising opportunities to promote CLL.
4. Actively promoting CLL programs and announcements via social media as advised by Communications interns.
5. Writing articles discussing topics in leadership.
6. Assisting interns during tabling events.
7. Placing and updating flyers around campus.
8. Personally connecting and creating conversation with CLL participants during workshops and events.

General Duties General program duties include, but are not limited to:

1. Maintaining knowledge and understanding of CLL's programs and services along with any other special events introduced through the academic year.

2. Assisting interns with information sessions for the undergraduate community, with specific concentration on student academic clubs, organizations, and other student services units.
3. Participating in seasonal tabling events to help promote the CLL, such as, but not limited to Fall Welcome events, Decision Day events, and CLL-specific events.
4. Supporting CLL's marketing and recruitment efforts by providing feedback on publicity items, actively seeking opportunities to promote and educate the campus community about the CLL and helping recruit students to participate in leadership and professional development programs offered by the CLL.
5. Completing an "End of the Quarter" reflection based off of volunteer experience.

Position Requirements for the Advertising and Marketing Assistant Volunteer position are as follows:

1. Be an enrolled undergraduate student in good academic standing.
2. Must arrange schedules to attend a mandatory one day volunteer training held in the beginning of the quarter volunteer will be working in.
3. Must have the ability and willingness to arrange class schedule and extra-curricular activities to work a three hour shift every week.
4. Must have the ability to lift and move boxes or furniture weighing up to 30lbs.
5. Must have knowledge of and/or experience with professional etiquette, including professional dress code and appearance.
6. Must have knowledge of University policies and conduct and the UC Davis Principles of Community.
7. Have strong skills, knowledge, or experience in advertising or marketing.
8. Have strong communication skills, including a willingness to engage in public speaking.
9. Must have a keen interest in leadership development and the ability to work well with a diverse group of students, staff and faculty while demonstrating judgment, integrity and sensitivity to confidentiality and privacy.
10. Must be willing to maintain a positive work environment and be able to demonstrate a flexible and professional work ethic.
11. Must be able to work independently or as part of a team.
12. Must be highly organized, have the ability to pay close attention to detail, produce work with high accuracy, and be reliable and responsible. Must also be a self-starter and someone who takes initiative, especially with developing means in which CLL could operate more effectively and efficiently.

Preferred, but not required, experience include: Completion of one or multiple certificate programs issued by the CLL; previous knowledge and experience with marketing and promotion activities.

Preferred, but not required, skills include: experience with special event planning and coordination; public speaking with various sized audiences; communicating and working with diverse ages and professional level.

How to Apply: Submit the Center for Leadership Learning Volunteer Application via the following link by [November 22, 2019]:

https://ucdavis.co1.qualtrics.com/jfe/form/SV_9sD6Dzw0pVZXc6p