

Marketing, Events, and Outreach Team

Positions

Marketing Designer - 15 hrs/wk

Newsletter Coordinator -15 hrs/wk

Tabling and Presentations Coordinator - 15 hrs/wk

Events Coordinator - 15 hrs/wk

All positions are available as Student Regular Wage Position; Work-study eligible students are encouraged and invited to apply

About the Women's Resource Center

Our Mission

The PSU Women's Resource Center advocates for the best educational and campus experience for all members of our community. We accomplish this by advancing social justice, ensuring access to personal empowerment for students of all genders, and by working toward a safe and healthy campus.

Our Values

We recognize that feminist work is both theory and practice. In our efforts to fulfill our mission, we aim to embody the following values:

- | | |
|---|---|
| ★ Undoing patriarchal violence and all forms of violence: white supremacy, heteronormativity, homophobia, transphobia, and more | ★ Self-determination |
| ★ Honoring ideologies rooted in Black & indigenous queer, trans, and women's activism, theory, and work | ★ Autonomy |
| ★ Feminist leadership | ★ Resilience |
| ★ Nourishment of ourselves at every level | ★ Persistence |
| | ★ Honoring all ways of knowing |
| | ★ Interconnection, interdependence |
| | ★ People-first, people-centered |
| | ★ Reducing barriers |
| | ★ Celebration, joy, and a culture of appreciation |

Description

The Marketing, Events, & Outreach Team for the PSU Women's Resource Center will support the coordination and execution of events, as well as the design, development, and distribution of marketing and promotional materials for the WRC as a whole. While the roles will have distinct responsibilities, there is often overlap and shared work that will need to be carried out. As such, this team will work closely as a unit to ensure that accurate information is shared to the community in a timely way and through a variety of formats. This team will also ensure the success of program-specific and WRC-wide events by supporting the logistics and coordination of event needs such as room reservations, AV needs, ASL and Captioning needs as required, and more.

These positions will report to the WRC Director, while maintaining close working relationships with all staff members and event planners in the department to create on-brand, visually interesting, consistently high quality designs and materials for promotion and outreach. Developed content will primarily be shared through Facebook, Instagram, Mailchimp, and print materials of all sizes. Successful team members will be comfortable working with Canva as our primary design tool.

This position will be highly engaged with the WRC Instagram and Facebook pages and as such requires individuals who are comfortable with and experienced at creating and sharing social media content. Ideal candidates will have excellent writing skills, understand deeply the work of the Women's Resource Center and its programs, be highly collaborative and engaged in a continuous feedback process with the team. Additionally, this work consists of a high level of consistent creativity. Successful candidates will be able to produce consistently good work with quick turnaround times with the support and supervision of the Director.

Team Responsibilities*

*As a team you will be expected to execute all elements of the following responsibilities - however, individual tasks and duties will be split up among 4 separate roles and each person will contribute meaningfully to the team responsibilities through their individual assigned tasks.

- Follow the established marketing and promotion calendar as created by WRC staff members

- Develop content related to current events and trending topics in feminism for posting on Facebook and Instagram
- Monitor social media engagement and identify ways to increase reach and engagement based on goals established by your supervisor
- Monitor and report on content performance to understand data trends and identify strengths and weaknesses
- Communicate with WRC internal groups to manage and prioritize promotion and outreach requests from multiple programs
- Edit and publish promotional videos to Instagram TV, Instagram live, Youtube, and Facebook
- Attend WRC events and photograph for WRC archives
- Assist in the conceptualization and execution of digital marketing campaigns during keystone history months including Black History Month, Native American Heritage Month, Asian/Pacific Islander Heritage Month, Pride Month, Sexual Assault Awareness & Action Month, and more to maximize outreach, fan engagement, and campaign performance
- Participate as a member of the Sexual Assault Awareness & Action Month committee's marketing team and develop the promotional materials for Take Back the Night and other SAAM events
- Create flyers, brochures, and other promotional materials for events and programs for distribution at tabling events
- Coordinate tabling and open house opportunities in order to broaden PSU campus and community wide knowledge of the WRC, our services, and our mission
- Create and send a weekly newsletter using MailChimp that covers WRC events & opportunities as well as timely topics related to feminism and our WRC values.

Individual Responsibilities*

*These individual responsibilities are intended to be provided the guidelines and expectations of the role; however while working as a team there may be some crossover, supporting each other, or assistance teammates provide. These

Marketing Designer

- Create dynamic, timely, and engaging designs using the WRC's Canva Pro account

- Use accessibility best practices in the creation of materials
- Create visual materials optimized for Instagram, Facebook, Mailchimp newsletters, our virtual front desk, and hard copy flyers as needed
- Collaborate with the team and across the WRC to meet design needs for all project areas including the Sexual & Relationship Violence Response Program, the Feminist of Color Community Project, the Trans Women's Community Project, and the Peer Mentorship Project
- Create design packages for April's Sexual Assault Awareness Month events, Feminist of Color Awards brunch, and other cornerstone events that require banners, slideshows, instagram posts, and flyers
- Take feedback and direction and incorporate it into your designs in a timely way - proficiency and an eye for detail is crucial
- Write image descriptions and captions to go along with designs and post to Instagram and Facebook

Newsletter Coordinator

- Gather information from WRC staff group on newsletter items that need to be advertised
- Create a rhythm of sending out a newsletter weekly
- Write content blocks for the newsletter describing events and opportunities
- Produce written content for other promotional materials to be distributed at WRC 101 presentations, tabling events, or outreach opportunities
- Create short articles or blog-style posts that connect the WRC's values to current events, actions on campus, and other modern feminist issues
- Learn best practices for newsletter marketing such as optimized timing, subject line testing, and more
- Create content ideas for Instagram and Facebook and collaborate with the Marketing Design team member to execute content on social media platforms
- Ensure that the WRC Virtual Front Desk is up-to-date, well-organized and is a robust site for web engagement

Tabling and Presentations Coordinator

- Schedule and present virtual or in person WRC 101 presentations to a variety of audiences including but not limited to new and transfer students, community college students, PSU resource centers, ASPSU students, and others
- Attend in-person and virtual tabling events, creating dynamic and fun opportunities for students to engage, ask questions, and sign up to get involved with the WRC
- Find inventive ways to get the word out about what the WRC does, who we serve, and what our values are
- Use social media and other digital technologies to amplify the work of the WRC, highlight student leader voices, and increase engagement with our center
- Reach out to new areas of campus to establish relationship and presentation or tabling opportunities

Events Coordinator

- Work with student coordinators of Feminist of Color Community Project, Peer Mentorship Project, Trans Women's Community Project, and others to execute successful events by coordinating ASL interpreters, Campus AV, live captioners, food, room reservations, and other logistics as needed
- Support cornerstone events such as Sexual Assault Awareness Month events, Feminist of Color Award Brunch, and others by participating on event planning committees and helping event planning and execution run smoothly
- Support marketing and promotion efforts by attending outreach opportunities when possible and offering timely, accurate information on upcoming WRC events and programs

Eligibility Requirements

Each team member will demonstrate the following eligibility requirements

- Current enrollment at PSU, working toward a Bachelors or post-graduate degree
- Demonstrated academic commitment and accountability by maintaining or improving GPA
- Able to attend Leadership Cohort meetings throughout the academic year on Friday mornings from 10am-12pm, with the exception of finals week and school breaks
- Able to begin working 2 weeks prior to the start of the Fall Term

- Able to attend the daylong Fall Term Leadership Cohort retreat prior to the start of Fall Term
- Commitment to learning about the foundational feminist ideologies that guide the work of the WRC, and the leadership theories that frame our work
- Knowledgeable about basic functions for Facebook and Instagram, and understanding of best practices for these social media outlets
- Excellent computer and graphic design skills. Ability to use Canva to execute design work
- Excellent communication skills and ability to work with a diverse range of individuals with different identities, backgrounds, and lived experiences without bias
- Highly organized and detail-oriented with an ability to track and complete multiple ongoing projects at once
- High level of self-awareness and emotional intelligence
- Ability to self-motivate and work independently
- Ability to collaborate, build relationships, and work as part of a team that uses consensus decision making models
- Proficiency in Google Suite, PC applications, and the ability to pick up new technologies quickly

Preferred Qualifications:

- Prior experience volunteering with the WRC
- Pursuing a degree in digital media, marketing, social media/web management, journalism or communications

Duration and Compensation

Each of the positions begins in September and ends in June. Pay is \$15.00/hr, work schedule is arranged with your supervisor, and work schedule will be 15 hours per week . Must be able to attend trainings, Leadership Retreat, and attend weekly leadership cohort meetings on Friday mornings from 10am-12pm weekly throughout the year. Students will not work during school holidays, inclement weather days, Winter Break, Spring Break, or finals weeks.

Non-traditional students, first generation students, students of color, queer and trans students are highly encouraged to apply.