

DUDLEY H. DAVIS CENTER
Marketing Assistant
(approximately 6 positions available)

Marketing Assistants assist the Marketing Coordinator in managing the information systems in the Davis Center. Recognizing that these systems contribute to the creation of the Center's inclusive ethos marketing assistants will: help design engaging print materials, update the Bored & Davis Center Web sites, manage table tents and banner systems, and develop content for the information programs in the building.

Responsibilities:

1. Develop and support the information program for the Hoffman Information Center. Remain up-to-date on events and programs in the building, campus, and community; use this information to foster collaborations.
2. Assist with the design and production of in-print materials (such as: posters, postcards, table tent inserts, banners, etc.) as assigned by the Marketing Coordinator
3. Update the Davis Center web site: including "event of the day" and other high-maintenance pages.
4. Develop the UVM.EDU/BORED program including: updating the Web site, design and distribute the bi-monthly in-print calendar, semesterly promos, and other items as needed.
5. Work with student clubs and organizations – educate them on publicity options in the Davis Center & on campus, develop professional relationships to bolster their publicity efforts.
6. Manage the bulletin boards to assure current information.
7. Assist with the selection, installation, and program development for rotating art displays.
8. Plan and market special events as needed.
9. Tell the Davis Center story.
10. Possible involvement with extensive, state-of-the-art digital signage (flat-panel TV) displays throughout the building.
11. Attend all scheduled meetings and training sessions.
12. Ensure that both employees and "clients" uphold the policies and regulations of the Davis Center and the University of Vermont.
13. Perform other duties as assigned.

Qualifications:

1. Enthusiasm for working in a diverse, team-centered environment.
2. Willingness to leave the Davis Center better than you found it.
3. Strong communication, organization, customer service, and problem-solving skills.
4. Ability to think creatively and "outside of the box".
5. Ability to work under a deadline.
6. Attention to detail and ability to manage multiple tasks at the same time.
7. Self-starter – willing to take an idea and run with it.
8. Excellent communication skills.
9. Reliable and responsible.
10. Ability to positively represent the Davis Center and the University.

Skills/Experience Acquired:

1. Increased understanding of marketing, communication, and graphic design principles.
2. Opportunity to develop professional multi-media portfolio.
3. Real-world experience marketing a unique, positive, forward-thinking and exciting building and its dynamic programs.
4. Experience working on a diverse and environmentally-friendly staff committed to personal and professional growth.