Living Well
Marketing and Social Media Assistant

Living Well is home to the Education & Outreach staff from the Center for Health & Wellbeing (CHWB). We are dedicated to a holistic approach in supporting the needs of students in their pursuit of creating and maintaining healthy, well-balanced lifestyles.

The Living Well Marketing Assistant will assist the Marketing Coordinator of the Center for Health and Wellbeing. The marketing assistant will: develop social media initiatives and maintain activity on social media accounts, develop creative concepts for marketing Living Well to UVM students, and create wellness oriented messages and designs in support of the Living Well and Center for Health & Wellbeing mission.

Responsibilities:

1. Responsible for developing and implementing social media initiatives, including developing a social media based marketing campaign for Living Well. Determine the best forms of social media to communicate Living Well’s messages and brand. Identify and write Facebook posts, use Instagram to communicate about upcoming events and to share information that falls under the 7 dimensions of wellness. Work closely with the Marketing Coordinator to develop a social media voice and brand for Living Well and maintain daily activity on social media accounts. Knowledge of multiple social media platforms and experience with Tumblr, Twitter, Facebook and Instagram preferred.
2. Assist with the design and production of print materials (such as: posters, flyers, postcards, table tent inserts, buttons, stickers, promotional items, short and long documents, illustrations, and digital art for use with social media)
3. Collaborate with Marketing Coordinator and Center for Health & Wellbeing staff to develop compelling typographic treatments and graphic art to communicate social marketing messages around a diverse range of health and wellness topics.
4. Assist in the creation of advertisements for Center for Health & Wellbeing services
5. Assist in the promotion of Living Well events at the Davis Center, creating print and digital art for use as needed. (such as: flatscreen advertisements, large format posters, 11x17 posters, resizing artwork to fit multiple mediums, and creation of other artwork as needed)
6. Work with Living Well Education and Outreach staff regarding publicity options in the Davis Center and on campus, while developing professional relationships to bolster their publicity efforts.
7. Attend all scheduled meetings and training sessions.
8. Perform other duties as assigned.
Qualifications:

1. Enthusiasm for working in a diverse, team-centered environment
2. Strong communication, organization, and problem-solving skills
3. Ability to skillfully use Adobe Creative Suite Design Standard software (InDesign, Photoshop, and Illustrator) Knowledge of multiple social media platforms and experience with Tumblr, Twitter, Facebook and Instagram preferred.
4. Creative application of graphic design skills, including color, composition, typography, and illustration.
5. Ability to work under a deadline.
6. Ability to manage multiple tasks at the same time.
7. Reliable and responsible
8. Self starter- willing to take an idea and run with it.

Skills/Experience Acquired:

1. Increased understanding of marketing, communication and graphic design principles
2. Opportunity to develop professional multi-media portfolio.
3. Experience with design and implementation of social marketing campaigns as well as event promotion
4. Experience with print production process