



MARKETING COORDINATOR

UNITED IN STEMM: United in STEMM is designed to institutionalize support for the over 2,000 undergraduate students of color in STEMM disciplines currently enrolled at Colorado State University. United in STEMM is composed of four parts:

1. **STEMM Meet-Up**, hosted in mid-October, is designed to provide students an overview of their respective colleges' commitment to diversity and inclusion, address gaps as we know them and share opportunities to prepare students for networking, internships, graduate school, etc. as well as expose more students to STEMM related student organizations that center students of color.
2. **STEMMing from Color**, hosted in mid-April and planned by the student organizations mentioned above, is a networking reception and dinner to connect student of color with professionals of color in STEMM related fields.
3. **STEMM Connect**, an opportunity for intentional connections with and between peers, professionals and employers as students are navigating in- and out-of-class educational experiences and preparing for their first destination after graduation.
4. **STEMM Industry Tours** starting in Fall 2020, with a goal of hosting 3-4 tours per academic year in various STEMM disciplines.

The primary responsibilities of the United in STEMM Marketing Coordinator include primarily working on the design, promotion, and distribution of marketing materials. The Marketing Coordinator will create the design and layout of various marketing materials, including apparel, event giveaways, social media posts, invitational fliers, and other items, as needed. The Marketing Coordinator may also be asked to write pieces for the unitedinstemm.colostate.edu website. The Marketing Coordinator must have a good understanding of publication and design standards and a solid background in WordPress and Adobe Creative Suite. This position will report to the Director of the Black/African American Cultural Center, who coordinates United in STEMM. On average the Marketing Coordinator will work approximately 5 hours per week in the 2020-2021 academic year.

Primary Responsibilities

- Develop an understanding of United in STEMM purposes, goals, and philosophy.
- Create publications and advertisements for United in STEMM events.
- Design marketing materials for United in STEMM events and giveaways. Examples include: invitational fliers, social media posts promoting specific events, t-shirts, masks, stickers, and/or other giveaway materials.
- Develop the ability to use publication and design software and work towards its full utilization in the production of publicity materials. For example: InDesign, Adobe Photoshop & Illustrator, web design software, and Power Point.
- Develop a filing system that assists in production and record keeping. This includes maintaining a file of past materials on a shared drive, as well as backup hardcopies.
- Establish a positive and cooperative relationship with the United in STEMM Planning Committee and sub-committees.
- Establish a positive and cooperative relationship with the registered student organizations working with United in STEMM.

- Submit bi-weekly reports to the supervisor and participate in an annual evaluation
- Other duties as assigned

Meetings and Training

- Participate in bi-weekly one on one meetings with supervisor
- Participate in United in STEMM Planning Committee and Advisory Council meetings, as needed

Knowledge and Skills Required

- Basic to intermediate skill with various design applications, as evidenced in application materials (examples include WordPress, InDesign, Canva, Photoshop, etc.)
- Ensure that printing and purchase of other materials stay within allocated budget

Minimum Qualifications

- Must be eligible for student employment at Colorado State University and be enrolled in courses as a matriculating student
- Skills in planning, time management (project management), organizing, recruiting volunteers, and implementing community programs
- Relate well with people of different cultural backgrounds
- Background check clearance from the university provided, HireRight

Remuneration

- Hourly rate for the Marketing Coordinator (STUDENT IT/MEDIA/MARKETING) begins at \$13 per hour based on demonstrated experience and will be finalized by the Director of the Black/African American Cultural Center.

Contractual Agreement

- The Marketing Coordinator position is a one academic year contract. Renewal of the contract is based on performance and at the discretion of the supervisor.
- The state of Colorado has an at will employment policy. This appointment may be revoked by the University at any time and for any reason.
- The Marketing Coordinator must inform their supervisor of other employment and/or educational commitments or any change in their availability.
- The Marketing Coordinator is a University employee and must abide by all University policies including the Student Conduct Code.

To Apply: Email Bridgette Johnson, Director of the Black/African American Cultural Center at Bridgette.johnson@colostate.edu with a resume and a statement of interest by 5:00 pm MST on Friday, September 11, 2020.