Marketing & Communications Student Assistant
Position Description

General Summary
We are seeking a talented student to assist with marketing and communication projects. This is an opportunity to grow your portfolio as you gain hands on marketing and communication experience. We are looking for a detail-oriented student with writing, graphic design, photography, videography and social media skills who will show initiative, organization and positivity, and who also will represent Residence Life with competence and professionalism.

Learning Outcomes
• Communication
  o Demonstrate effective and appropriate communication skills
• Collaborative Work
  o Develop collaborative working relationships with internal and external entities to meet stakeholder needs
• Critical Thinking
  o Synthesize information to effectively respond to assigned tasks
• Transferable Skills
  o Articulate transferable skills that are applicable to their future personal, academic, or professional plans (including but not limited to: proficiency with graphic design, digital design, marketing strategies, growing their design portfolio, and understanding the process from concept to press check)

Required Qualifications
• Must be currently enrolled as a student at Texas A&M University
• Excellent writing skills (grammatical & conceptual)
• Willingness to assist in variety of tasks in support of the department

Preferred Qualifications
• Career aspirations in marketing, communications, or other design-related field
• At least one semester of experience living on campus
• Experience with Adobe Creative Suite
• Experience with photography and/or videography
• Familiarity and interest in social media platforms and strategy
• Some journalistic experience & knowledge of AP writing style
• Experience with WordPress or similar web content management system
• Experience with HTML & CSS

Terms of Appointment and Remuneration
• Student Assistants must be available to consistently work a minimum of 12 hours per week.
• The starting salary for the Marketing & Communications Student Assistant is $7.75 per hour.
• Employment in the Student Assistant position qualifies the employee for early TAMU class registration if the employee works a minimum of 12 hours per week.

Responsibilities
• Assists with varied print and digital design projects such as designing flyers, wayfinding, digital signage, and html emails
• Conducts research, interviews, takes photographs, shoots and edits video for the department
• Creates written and digital content for the department’s website and social media platforms
• Writes blog-style articles for distribution to NSFP family news portal, our departmental website, and for possible publication in other media such as AGGIEBOUND magazine
• Occasionally assists with or attends division events as requested
• Performs other duties as assigned
Accountability Policy

You will be held accountable for your actions or lack thereof, including both positive and negative actions. It is important to follow all rules, policies, and expectations of the position you have accepted. The following policy outlines some, but not all, accountability measures. Additionally, this policy outlines a progressive discipline and accountability model that an employee would typically follow given some of the examples in this policy. However, the severity of the situation or behavior of the employee may warrant immediate progression to a more severe measure, up to and including termination, without having been provided a lesser measure previously. The severity of the measure will be determined by the supervisor in consultation with the HR Coordinator, if necessary.

NOTES
The supervisor will keep notes on each staff member regarding his or her performance throughout the year. These notes will be used to praise good work, address concerns, and to provide an accurate representation of the employee’s performance on the annual evaluation. You may request to see your notes at any point. These notes may be kept in a variety of formats.

WARNING
A Warning may be issued by the supervisor as necessary for violating job responsibilities/expectations and/or policies. This is a reminder which will state the reason for the Warning. Note of this Warning will be documented within your Notes for future reference. Some actions that could result in a Warning include but are not limited to: 1st time being late to a shift or leaving early without approval of the supervisor, 1st time failing to complete job responsibilities during a shift, 1st time having a visitor at the desk without approval, etc.

REPRIMAND
A Reprimand is a memo or form that states the specific inappropriate actions or decisions, will include specific, quantifiable expectations for improved performance, and a specified time period for significant improvement to be made. If no significant improvements are seen within the specified period, Termination or Probation may result. This Reprimand may include a probationary period with the expectation of marked improved performance. A copy of the Reprimand will be provided to you and a copy will be placed in your personnel file. Some actions that could result in a Reprimand include but are not limited to: your 2nd time being late to a shift or leaving early without the approval of the supervisor, your 2nd time having a visitor at the desk without approval, your 1st time missing a shift, repeating behaviors that resulted in a Warning, etc.

PROBATION
A period of time determined by the supervisor based upon the severity of the situation, during which your performance will be monitored for marked improvement. This will include a letter or form provided to you and placed in your personnel file that outlines the specific inappropriate actions or decisions. Some actions that could result in Probation include but are not limited to: your 3rd time being late to a shift or leaving early without the approval of the supervisor, your 3rd time having a visitor at the desk without approval, your 2nd missed shift, repeating behaviors that resulted in a Reprimand, falling below the required GPR, etc.

TERMINATION
Depending on the severity of the issue, Termination typically comes as a final solution after multiple infractions, though it can occur immediately, without any or all of the above actions. Some actions that could result in Termination include but are not limited to: your 4th time being late to a shift or leaving early without the approval of the supervisor, your 3rd missed shift, insubordination while on probation, risking the safety and security of students in the space, inappropriately using keys and/or equipment, repeating behaviors that resulted in Probation, etc.

________________________________________  __________________________________________
Student Assistant Name                      Student Assistant Signature

________________________________________  __________________________________________
Date                                      Supervisor Signature