

# Marketing and Production Assistant

Student Alumni Association

2014-2015



Ford Alumni Center  
1720 East 13<sup>th</sup> Avenue  
Eugene, OR 97401  
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The Student Alumni Association, or SAA as we like to call it, has a goal to create better ducks here at the University of Oregon. We provide a number of opportunities to our members that strengthen their lifelong loyalty to the UO. SAA offers unique benefits to our members such as providing networking opportunities with alumni, connecting with other UO students, and providing member-only events and discounts.



# TITLE: ASSISTANT DIRECTOR OF MARKETING AND PRODUCTION (INTERNSHIP POSITION)

**Length of Commitment:** 3 Full Terms (September – June)

## **Time Involvement:**

- Minimum of one (1) office hour per week
- Weekly progress update with Director of Marketing and Production (*approx. 30 min/week*)
- Weekly meeting with Marketing Intern Team (*approx. 1 hr/week*)
- Management of Marketing and Production Interns (*approx. 1 hr/week*)
- Attendance at pertinent SAA events
- Attend three (3) Beat-T Foldings in Fall term (*approx. 10 hrs.*)
- Attend one (1) Beat-T Handout in Fall term (*approx. 3 hrs.*)
- Attend one (1) Duck Academy (*approx.. 2 hrs.*)

Interns are not entitled to wages for the time spent in training. The SAA Communications Assistant (Internship Position) is eligible to receive a scholarship stipend of \$150 per term to help defray the cost of education.

## **Position Requirements:**

- Minimum of sophomore status as of Fall term 2014
- Membership in the Student Alumni Association (SAA) by date of application
  - Visit [uoalumni.com/saa](http://uoalumni.com/saa) for instructions on joining

## **Preferred Skills and experience:**

- Strong interest in communications, marketing, social media, journalism, business, and/or public relations
- Knowledge of social media outlets (i.e. Facebook, Hootsuite, Tweet Deck, Google Apps, etc.)
- Experience with photography and videography
- Ability to work independently and in a group
- Ability to effectively delegate tasks/projects and manage a team
- Strong organizational skills
- Strong time management skills
- Strong computer skills
- Strong interpersonal skills



## **Key Responsibilities:**

- 1. Work with Director of Marketing and Production to manage social media accounts and ensure they are kept up-to-date and consistent**
- 2. Work with Director of Marketing and Production to create communications calendars**
- 3. Work with Director of Marketing and Production to design email marketing**
- 4. Work with Director of Communications to manage Marketing and Production interns and oversee their responsibilities**
- 5. Work with the Director of Marketing and Production to understand key facts and concepts of SAA events to effectively undertake marketing campaigns**
- 6. Work with the Director of Marketing and Production to understand key facts and concepts of SAA events to identify photography, videography, and graphic design needs**
- 7. Prepare Marketing and Production interns for campaigns and oversee the management of the campaigns**
- 8. Appropriately assign tasks to relevant interns**
- 9. Ensure work of Marketing and Production interns is consistent with and builds upon the SAA Brand**
- 10. Work with UOAA Staff, SAA Executive Team, and Marketing interns on innovation and modernization of SAA brand**
- 11. Attendance at all SAA events (unless conflicting with prior commitments) is expected**
- 12. Assist in creating a supportive team atmosphere surrounding all SAA events and projects**

## **Learning Outcomes:**

- Creative outlook in the marketing and advertising field while building off of an organization's mission
- Experience in managing a group of interns
- Individual portfolio for future employers/job opportunities
- Effective volunteer, meeting, and event management practices
- Knowledge of campus resources and partners
- An in-depth understanding of the University of Oregon Alumni Association from both a student and alumni perspective.
- Meet, interact, and network with the University of Oregon Alumni Association family of over 180,000