

GSRC Marketing and Engagement Leader

DESCRIPTION

The GSRC Marketing and Engagement Leader (MEL) helps plan and execute LGBTQIA+ campaigns and marketing, develop and design GSRC story and resource sharing, and serve as an ambassador of the GSRC in the space and when doing community outreach. MEL's help design and produce the creative direction of the GSRC while also staying abreast to events and opportunities to represent the office for tabling and other outreach throughout campus.

HUMAN RESOURCES DETAILS

Shifts: 10-15 hours/week • Mornings, evenings, and weekends available

Starting Wage: \$16/hour

Reports To: GSRC Director (or designee)

GSRC HOURS OF OPERATION (during the academic year while classes/finals are in session)

7 Days a week: 11am – 12am

ESSENTIAL FUNCTIONS & EXPECTATIONS

Marketing and Engagement Leaders will report directly to the GSRC Director (or designee). Duties include completing projects off the research and design list, coordinate the Faces of Pride initiative, coordinate student art exhibits, coordinate the GSRC newsletter, GSRC social media, research and design educational exhibits and resource in the center, support the GSRC Director and GA with office sponsored event, and conduct campus outreach efforts.

The position requires maintaining a regular weekly schedule with some flexibility for program and outreach support. SEL's must attend and occasionally contribute portions of the monthly SRO meetings and quarterly trainings for team building, development, and advancement opportunities throughout the academic year.

Expectations:

- Adhere to expectations set forth by the GSRC
- Remain in good academic standing, with a minimum cumulative GPA of 2.0, with no/low level conduct violations. Conduct violations are subject to review.
- Must complete projects in the timeline established
- Meet bi-weekly with the GSRC Director
- Work with SRO SS to support the SRO program learning and development at monthly team meetings
- Attend quarterly team trainings, only absence exception is for scheduled classes
- Complete annual performance evaluations

MINIMUM SKILLS AND QUALIFICATIONS

- Current Northwestern University undergraduate student
- Work-Study eligibility is strongly preferred but not required
- Ability to work and solve problems independently and collaboratively.
- Punctuality and reliability with meetings and deadlines
- Design skills (photography, video production and editing, graphic design, canva, adobe suite)
- High degree of organization and professionalism
- Desire to serve peers and act as a role model
- Comfortable communicating and facilitating learning with students, staff, community members, and alumni.
- Experience research and resource collection, customer service, and demonstrated commitment to diversity and inclusion are highly desirable.
- Availability for weekend shifts is a must.
- Demonstrate commitment to diversity and social justice through coursework or involvements
- Strong understanding of how to respect diverse gender identities and sexual orientations