



The Student Events Team is a student-led organization that produces fun, interactive, educational events where students make lifelong memories and celebrate their Maverick Pride.

Job Title:	Marketing & Social Media	Contact:	Eyuel.gezahegn@mnsu.edu
Department/Group:	Student Events Team	Email:	Eyuel.gezahegn@mnsu.edu
Location:	Student Activities, MNSU	Travel Required:	Yes-10% (In town Driving)
Stipend/Year:	\$3,000	Position Type:	Student Leader/Internship
Number of Hours/Week:	8 Hours (4 Meetings & 4 In-Office Hours)	Date Posted:	February 7th, 2025
Will Train Applicant(s):	Yes	Posting Expires:	March 1st, 2025
Duration of Training:	03/17/2025-04/22/2025 (1 hour per week)		
Date of Appointment	04/22/2025-04/22/2026		

Applications Accepted By:

Online at <https://cqlink.me/2uE/s387>

Job Description

POSITION SPECIFIC ROLES AND TASKS:

- Produce social media content at least twice a week
- Manage posting on campus app, MavLife
- Manage weekly marketing and social media roundtable
- Develop social media campaigns for large events
- Create Student Events Team Fall & Spring Marketing plan
- Market Student Events Team to MNSU campus
- Coordinate branding standards to maintain brand integrity
- Coordinate ordering of strategic marketing materials in support of event promotions
- Consult on the creation of comprehensive marketing campaigns including Homecoming Concert, CSU Haunted Takeover, and other signature programs
- Actively communicate with board members to ensure proper event promotion
- Work with Public Relations chair to develop a marketing plan for each semester

GENERAL DUTIES:

- Meetings: 1-hour weekly Tuesdays @ 4, 1-hour weekly board meeting, and 1-hour weekly one-on-one with advisor
- Attend Winter/Spring Retreats
- Lead, guide, and train assigned Team Lead (if applicable)
- Attend and facilitate weekly committee meetings (if applicable)
- Complete all required forms such as, but not limited to, PR requests and Special Event Checklists (SEC)
- Attend and support Student Events Team events when requested (all-hands-on-deck events)
- Work with advisor to evaluate, plan, and promote assigned events
- Adherence to all University and Student Activities policies
- Recognition that the primary responsibility of each member is to the student
- Other duties as assigned

MINIMUM QUALIFICATIONS:

2.5 Cumulative GPA, Experience with student programming preferred, Ability to meet communication and meeting requirements throughout summer term.

OTHER CONSIDERATIONS:

Possesses the ability to motivate others, delegate tasks to others, and set deadlines for completion of tasks. Effective interpersonal communication, including written and oral communications. Flexible with programming objectives. Experience with budgeting and fiscal management. Possesses the ability to role model appropriate behavior both on and off-campus, has experience with leadership skills and competencies. Has the ability to work with other campus organizations including, but not limited to, athletics, alumni association, president's office, campus recreation, physical plant, parking, security, and fraternities/sororities. Remains objective during times of stress and adapts to public speaking (including large profile interviews). Holds the ability to plan, strategize, and process large events. Thoroughly complete tasks on time.

**All stipend payments are pending funding approval