

HUB FOR BRAND INNOVATION AND ADVERTISING TECHNOLOGY

The Brand Hub is a space for excellence in data driven strategic brand communication and advertising technology. The Brand Hub integrates resources for student learning, faculty research, and community engagement. As a collaborative research platform, the Brand Hub will develop a model for experiential and team-based learning centered around design thinking and innovation. The Hub for Brand Innovation and Advertising Technology is a partnership between the Charles H. Sandage Department of Advertising in the College of Media, Siebel Center for Design and Technology Services at Illinois.

POSITION DESCRIPTION

The Brand Hub currently seeks an experienced graduate hourly student worker to serve as Digital Marketing Coordinator. This is a 20/hour per week position beginning in the Fall of 2021. The position is an integral part of the Brand Hub team and is responsible for producing and distributing promotional materials for events, resources, and services out of the Brand Hub. The person in this role will develop a digital marketing plan, assist in maintaining the Brand Hub website, produce a monthly newsletter, and assist in designing marketing materials such as pitch decks and flyers.

DUTIES AND RESPONSIBILITIES

Marketing Strategy, Staffing and Reporting

- Develop and implement a digital marketing plan and workflow for the promotion of Brand Hub programs, events, services, and resources
- Collaborate with Brand Hub Marketing team in the continued development of the Brand Hub brand and story
- Responsible for the training and supervision of student staff and volunteers to support marketing and promotional campaigns for the Brand Hub
- Provides management with reports, analyses, data, and information to best evaluate effectiveness of the Brand Hub's marketing plan
- Assists Brand Hub leadership with determining ongoing marketing strategy for the Brand Hub

Content Creation and Design

- Create and distribute monthly newsletter to share news and opportunities coming out of Brand Hub
- Carefully craft stories, content or scripts for newsletters and promotional media
- Create promotional materials for programs such as webinars, workshops, and networking events in collaboration with Digital Marketing Intern/s
- Maintain and update website copy to be consistent with all Brand Hub promotional materials and programs

Other Essential Functions

- Other, related duties to further the mission of the Brand Hub

QUALIFICATIONS

- Good standing with the University and preferably a College of Media student
- Bachelor's degree, preferably in advertising, creative writing, digital marketing or a related field

- Work experience in marketing, public relations, content creation, brand communication preferred. Experience working in a university setting and interacting directly with students and campus groups a plus
- Experience with Google Suite and Slack, or similar communication tools
- Excellent written and verbal communication, strong editing skills
- Proficiency in digital media software – Canva, and Adobe Creative Suite preferred
- Experience with Wordpress preferred
- Ability to develop a detailed and professional marketing plan
- Innovative and creative abilities to strengthen the Brand Hub's campus and online presence
- Ability to organize and manage multiple projects simultaneously
- Commitment to creating promotional materials that are inclusive and accessible
- Ability to professionally represent the Brand Hub to fellow students, campus departments, employers and the community

TO APPLY/FOR MORE INFORMATION

Please send a resume, cover letter, relevant work samples and/or questions to Susan Muirhead, Associate Director of the Brand Hub, by October 1, 2021, at muirhea@illinois.edu.