

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 seeks an experienced graduate hourly student worker to serve as Programming 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 developing and implementing the Brand Hub's hosted activities and services, working closely with university partners, student groups, the internal campus and the Champaign-Urbana community to coordinate and produce programs.

DUTIES AND RESPONSIBILITIES

Program Coordination and Strategy

- Maintains relationships with Brand Hub collaborators, campus and community partners to develop programming and space use plans that provide the most benefit to Brand Hub and remains focused on the Brand Hub mission
- Works collaboratively with the Brand Hub team in the development, coordination, and implementation of informational, curricular, co-curricular, campus, and community outreach programming and events
- Coordinates programming needs for all activities, including the allocation and scheduling of resources, spaces, and access to members of the Brand Hub team and University of Illinois faculty and alumni
- Actively assists Brand Hub leadership in researching and identifying grants/funding sources and sponsorships for events and programs

Program Staffing and Reporting

- Responsible for the training and supervision of student staff and volunteers to support activities and services for all Brand Hub-hosted events
- Provides management with reports, analyses, data, and information on the Brand Hub's programs and activities
- Assists Brand Hub leadership team with determining a strategy for future programming and best resources for this programming

Other Essential Functions

- Maintains the program schedule/calendar/website and prepares all booking information for programmed events, including requests for set ups using University services, day-of event procedures and itineraries, and any related resource planning
- 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 administration, event or project management, or a related field

- Work experience in administration, event management, in programming or event coordination role. 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
- Experience with scheduling and booking software such as Accruent EMS, EventBooking, or a related product preferred
- Excellent written and verbal communication, strong editing skills
- Experience with Wordpress preferred
- Ability to organize and manage multiple projects simultaneously
- Commitment to creating events that promote diversity, inclusivity and that are accessible to all
- 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, and/or questions to Susan Muirhead, Associate Director of the Brand Hub, by October 1, 2021, at muirhea@illinois.edu.