

Job Title: Advertising & Promotions Student Marketing Assistant

Schedule: 10 - 15 hours per week

Pay Rate: \$12.75 per hour

Description:

Assist the Cal Performances Advertising & Promotions Manager in extending audience outreach with students, faculty/staff and alumni while facilitating and coordinating the Student Marketing Committee to explore ways to accomplish this.

- Coordinate and facilitate bi-monthly student marketing meetings
- Help recruit Student Marketing Committee members by contacting relevant organizations and departments
- Manage, develop, and expand campus mailing lists
- Explore and implement event flyer opportunities on campus
- Maintain display case in Wheeler Hall and look for new display opportunities
- Set-up and manage promotional tabling on upper sproul 2-3 times per week
- Research appropriate student organizations to market Cal Performances events to
- Contact appropriate academic departments for announcements and flier distribution in appropriate classes for Cal Performances events
- Write and distribute promotional copy for inclusion in various campus student emailings (Haas Business School; Department of Theater, Dance & Performances, etc.)
- Look for new campus emailings to include promotional copy in
- Manage and staff Cal Performances promotional tables for other campus events
- Research other methods of marketing to campus community
- Occasionally creating posters and flyers for campus distribution

Qualifications:

- An interest in marketing and performing arts
- Strong self-motivation and organizational skills; written and verbal skills
- Good interpersonal and phone skills; flexibility and the ability to work with many types of people
- Familiarity and comfort in a leadership position
- Ability to research new ideas and ways to reach students
- Experience with PC software including Excel, Word, Photoshop, InDesign
- Work Study funding desired.

To apply:

Send resume to "susanp@calperfs.berkeley.edu" and specify **Advertising & Promotions Student Marketing Assistant** in subject line of the email. Please state if you have work-study or not. Ideal start date would be early August, but could start at the beginning of the semester if necessary.