

Position Description

POSITION PROFILE

Position Title: Special Project: Student Researcher & Promoter

EOU Department/College: Career Services

EOU Supervisor Title: Shawna Elsberry, Director of Career Services

Typical Job Duration: Typically aligned with the academic year; additional work during breaks may be available depending on project needs.

Job Level: \$15.20 / hour, Level 5

Type of Schedule/Typical Hours: On-campus, in-person with flexible schedule between the hours of 8 a.m. and 4 p.m.

Typical Number of Hours Per Week: M-F for either 10-12 hours per week or 20-24 hours per week

POSITION INFORMATION

Student Position Description Summary:

If you are passionate about the benefits of student employment, this position will be worthwhile, rewarding, and fun. Student employees become a part of the community, have a built-in work-place support team, learn employability skills, and connect coursework to the workforce environment. Applying research skills, you will collect, organize, analyze, and interpret data you gather by interacting with EOU students about the topic of student

employment. Applying the concepts of branding, marketing, and promotion, you will create and implement strategies and plans to increase EOU on-campus student employment.

Job Duties/Responsibilities/Essential Functions:

- Collect and analyze data identifying the current workforce trends connected to student employment activity at EOU; especially on-campus student employment.
- Meet with supervisors learning about their student jobs for promotional purposes.
- Develop and implement strategies to brand and promote on-campus student employment creating customer (students) engagement with specific student groups.
- Plan, develop, and prepare promotional material.
- Plan and produce student employment promotional campaigns and activities featuring current and future job openings through various in-person and media formats.
- Set and achieve performance goals increasing on-campus student employment
- Outreach and follow up with active student job-seekers.
- Case management and tracking of student job-seekers toward the goal of employment.
- Develop a community for EOU Student Employees through promotion, comradery, activities, and professional development.

HIRING CRITERIA

Minimum Qualifications:

- Current or next-term enrollment of at least 6 credits undergraduate/9 credits graduate
- Must be in good academic standing (GPA 2.0 or higher)
- Passing a background check pending employment offer
- Previous paid work experience
- Completion of MKT 312 Principles of Marketing or equivalent training/experience

Preferred Qualifications:

- 2.8 accumulative GPA
- Previous paid on-campus employment
- Completion of MKT 477: Strategic Brand Management or equivalent
- Completion of MKT 464 Promotion Strategy or equivalent
- Previous project work demonstrating initiative and leadership

Desired Knowledge, Skills & Abilities:

- Project management from inception to completion
- Leadership, initiative, and commitment toward an end result
- Data gathering, analysis, and organization into usable documentation
- Application of developing a product's brand

- Application of using marketing and promotion principles and practices
- Application of interpersonal and written communication principles and practices
- Use of tools to create flyers, posters, and digital media

STUDENT LEARNING OUTCOMES

As a result of completing this internship, the student will:

Academic Learning Outcomes:

- Apply marketing principles to real-world projects, enhancing knowledge of strategic brand management and promotional activities.

Industry Learning Outcomes:

- Gain valuable experience in marketing within an educational setting, learning to apply marketing strategies to promote internal programs and events.

Career-Readiness Learning Outcomes:

- Develop key professional skills in project management, data analysis, and strategic communication, preparing for careers in marketing, communications, or related fields.

PROFESSIONAL DEVELOPMENT & TRAINING

Professional Development & Training

EOU student employees have an opportunity to engage in professional development and training as a part of the job. Supervisors support the attainment of professional development by either providing internal department-specific training and/or time reassigned from normally scheduled duties to participate in University-wide training opportunities including appropriate virtual community training opportunities.

Specific training/professional development opportunities:

- *[job-specific training from your department]*
- *[University and virtual community training/events specific to the student position]*
- Multicultural-sponsored training, activities, and events
- Career exploration activities via Career Services
- EO Career Expo Career-Ready symposium First Wednesday in April
- Resume Review with Career Services and/or WorkSource Oregon

LEARNING ASSESSMENT & PERFORMANCE EVALUATION

Learning Assessment and Performance Evaluation

Once a term, student employees and supervisors meet to discuss the progress on completing the position's learning outcomes and the employee's job performance. Specifically:

- Adjustments to the learning outcomes and job duties as needed in order to meet the outcomes
- Upcoming training and professional development opportunities
- On-the-job performance feedback and the level of meeting job duty expectations
- Application of coursework to the workplace, job duties, and learning outcomes

- Application of possible connections to future career-related interests and coursework