



Marketing Outreach Design Consultant

Specialization in Marketing

Job Description

Position Description

As a MOD Consultant specializing in Marketing, you will lead marketing strategy for the Center for Leadership & Service and Center for Cultural & Inclusive Excellence. You will envision and create innovative ways for the Highline community to learn about opportunities to engage in student leadership and social justice, including managing our social media presence, overseeing email marketing, taking photos and videos at events, and supporting other student programs in their marketing efforts. You may also use your skills to design marketing materials that affirm, uplift and advance the entire Highline community as part of the graphic design team. MOD Consultants have the privilege of working with ASHC Student Government, our student clubs, Inter-Cultural Center Peer Facilitators, Core Team, and staff and faculty at Highline College, the most diverse college in Washington. You'll work in a fun and inclusion-oriented team, gain professional skills, and offer creative approaches to meet diverse needs. Your work will represent the Center for Leadership & Service and Center for Cultural & Inclusive Excellence to the public and will directly engage Highline students, staff and faculty.

Duties and Responsibilities

Marketing Strategy & Management - 30%

- Develop a strategy for marketing CLS and CCIE opportunities and programs, including but not limited to social media, in-person presentations, email marketing and photo and video production
- Identify goals and establish methods to track and reach goals
- Create inclusive, innovative and high-quality social media content, ideas and campaigns to honor and advance our community
- Develop a vibrant, fun, inclusive and socially just social media personality for CLS and CCIE Facebook and Instagram pages
- Work with Programming and Marketing Leadership Advisor to coordinate campaigns highlighting Center signature programs
- Communicate strategic plan to Core team and engage the collective team towards reaching goals

Consultation - 20%

- Support club leaders and other S&A-funded programs in promoting their events to students
- Consult one-on-one with design clients and provide professional client care
- Coordinate with other teams to highlight club leaders, events and more
- Negotiate deadlines and acceptable changes before producing final work
- Provide and accept constructive feedback from clients, supervisor and team members
- Communicate effectively with clients throughout design or marketing campaign processes
- Support clients with general marketing needs and understanding promotion processes

Creative Designing - 15%

- Create inclusive and innovative designs for clients that honor and advance our diverse community and their intersecting identities and abilities
- Design print and digital materials such as posters, flyers, handbills, brochures, banners, A-frame boards, social media images and more
- Manage multiple projects, striving to balance creating an ideal product with meeting realistic goals, deadlines and aesthetic needs

Time Management & Organization - 15%

- Coordinate a marketing and social media calendar that is time-sensitive and engages students before, during and after events
- Use available tools to manage marketing and social media campaigns
- Manage multiple projects and timelines, individually and as a group using Trello
- Maintain and build legacy files of professional work
- Cultivate a creative, inclusive, organized, clean and vibrant MOD work station atmosphere
- Track equipment and supply inventory and restock regularly

Core Team – 20%

- Plan and participate in Core staff projects and tasks.
- Attend all required training for professional development
- Actively participate in all CCIE and CLS programs
- Actively participate in CONNECT Program.
- Facilitate and engage in Core staff meetings (Mondays 4-5 p.m.)
- Recruit and actively engage prospective students into leadership opportunities and involvement with the Center for Cultural & Inclusive Excellence and Center for Leadership & Service.
- Maintain a welcoming, vibrant, and clean office environment that centers students' identities.
- Provide general office support when needed
- Communicate marketing strategy, vision, and goals to the greater Core team and engage them in our collective work
- Facilitate MOD team meetings
- Provide feedback, ideas and assistance to team members on their projects

What You Bring:

- Familiarity with Highline's campus
- A commitment to diversity and creating an inclusive environment at Highline College
- Willingness to learn and grow as a student leader working with a diverse team.
- Ability to lead and support others effectively
- A self-starter who demonstrates initiative and ability to be self-directed
- Enjoy working in an energetic, collaborative and fun environment
- Passion for growing as a marketing manager and graphic designer and have proficient skills in social media technology (Facebook, Instagram, Hootsuite). Skills in graphic design software (Photoshop, InDesign, Illustrator) are also preferred.
- An ability to listen to your clients and team with care and ask questions to understand the problem to be solved

Work Expectations:

- Student must be registered for at least 6 credits and maintain a minimum of 2.5 cumulative GPA each quarter.
- Student will participate in a quarterly reflective evaluation to help identify leadership strengths and challenges during the duration of the position.
- Student can expect to work 15 hours per week. This position pays minimum wage.
- Student should be enrolled in a related program at Highline, such as Business/Marketing, Visual Communications, or Multimedia Design (*some exceptions may apply*).