

Student Work Role: Marketing & Outreach Assistant

Position Title: Marketing & Outreach Assistant

Department: AI Impact Center, Office of Digital Initiatives

Location: William Penn University

Position Type: Student Work Position

Hours: 8-10 hours per week

Position Overview

The AI Impact Center at William Penn University is seeking a creative, motivated, and organized student to fill the role of **Marketing & Outreach Assistant**. This position offers the opportunity to build marketing, communication, and outreach skills while promoting innovative AI projects, engaging stakeholders, and increasing the visibility of the AI Impact Center across campus and the community.

Responsibilities

- Design and create marketing materials (flyers, social media posts, newsletters) to promote AI Impact Center projects and events.
 - Manage and maintain the AI Impact Center's social media presence, posting updates and engaging with audiences.
 - Draft and edit content for newsletters, press releases, and email campaigns.
 - Assist in planning and promoting events such as workshops, project showcases, and industry partner meetings.
 - Identify opportunities to connect with local businesses, community organizations, and campus partners.
 - Update and manage content on the AI Impact Center website.
 - Engage with students and faculty to raise awareness of opportunities within the Center.
 - Track engagement metrics (e.g., social media reach, event attendance) and report on campaign performance.
 - Represent the AI Impact Center at events and meetings as needed.
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Skills and Qualifications

- Strong written and verbal communication skills.
 - Creativity and an eye for design when creating marketing materials.
 - Proficiency in social media platforms (e.g., Instagram, LinkedIn, Facebook).
 - Familiarity with tools like Canva, Adobe Creative Suite, or other design tools (preferred).
 - Ability to manage multiple tasks, prioritize work, and meet deadlines.
 - Strong organizational skills and attention to detail.
 - A proactive attitude and a passion for outreach, storytelling, and digital media.
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Benefits of the Role

- Gain hands-on experience in marketing, communication, and outreach.
 - Build a professional portfolio of social media campaigns, event promotions, and marketing materials.
 - Network with faculty, students, and external business partners.
 - Enhance your project management, creativity, and communication skills.
 - Contribute to the growth and success of innovative AI initiatives that serve the community and businesses.
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Eligibility Requirements

- Must be a currently enrolled student at William Penn University.
 - Ability to commit 8-10 hours per week.
 - Interest in marketing, outreach, and promoting innovative ideas.
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Application Instructions

To apply, please submit the following:

1. **Resume:** Highlighting your relevant experience, skills, and education.
2. **Cover Letter:** A brief letter describing your interest in the position, your marketing skills, and how you can contribute to the AI Impact Center's mission.

3. **Portfolio (Optional):** Include examples of design work, social media campaigns, or written content if available.
4. **Availability:** Provide your available hours for the semester.

Submit your application to: swordj@wmpenn.edu

Contact Information

For questions or more information, please contact:

Javin Sword

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