

MARKETING/DATA ASSISTANT/CONTENT CREATOR III

Division: Support Services

Department: Campus Employment

Experience: Intermediate

Job Code: FWSSTDEMPAST

Supervisor/Reports To: Sonia Smith

Start Date: 8/11/2025

Support the development and execution of marketing efforts for campus employment programs. This position involves intermediate-level data analysis, digital content creation, and collaboration with campus departments to engage students and promote opportunities.

Responsibilities and Career Competencies:

1. Assist in the planning and execution of marketing campaigns for campus employment – C, CT, TW, P
2. Perform intermediate data collection and analysis to track engagement and effectiveness – CT, T, P
3. Create engaging digital and print content including graphics, flyers, and basic video editing – C, T, CSD
4. Support social media strategy and scheduling to increase visibility and reach – C, T, P
5. Prepare summaries and visual reports for program staff and supervisors – C, CT, T
6. Collaborate with other student workers and departments to support events and outreach efforts – TW, C, P
7. Research best practices in marketing and student engagement for program improvement – CT, CSD

Competencies/Skills: Communication (C), Teamwork (TW), Professionalism (P), Career & Self-Development (CSD), Critical Thinking (CT), Community Transformation (CTR), Leadership (L), Technology (T)

Preferred Skills: Intermediate skills in Canva or Adobe Creative Suite, Microsoft Excel, social media management, attention to detail.

Work Schedule: Monday–Friday, up to 12 hours per week; flexible scheduling.

Work Conditions: Office setting with occasional event support.

Physical Demands: Keyboarding, reaching, stooping

Pay Rate: \$10.50/hour

Number of Positions: 1

Location: Campus employment Office

To Apply: Complete application and upload resume through the UPIKE campus employment system.

Application Notes: Resumes and applications will be reviewed to determine if you meet the required qualifications for the position. If it is determined that you meet the required qualifications, your application materials will be used to identify a top group of the most highly qualified candidates. The University of Pikeville is an equal opportunity employer committed to assembling a diverse, broadly trained faculty and staff. The University of Pikeville does not discriminate on the basis of race, ethnicity, color, sex, gender, gender identity, sexual orientation, religion, national origin, age, or disabilities in its programs, activities, hiring, or admission of students.