Division of Diversity, Equity and Inclusion

DEI Communications and Marketing Program Assistant

Job Summary:
The Division of Diversity, Equity and Inclusion Communications and Marketing Program Assistant (DEI PA) will support the Division of Diversity, Equity and Inclusion and its sub-departments with a wide-range of marketing and communications related initiatives. The program assistant may work on web and content management, social media, publications, reports, promotional campaigns, materials and/or promotional events.

Hours and Compensation:
• The PA will work 10-20 hours a week beginning January 21st or as soon as reasonably possible.
• The position is paid $13.25 an hour for up to $4,664 per semester.

Duties and Responsibilities:
The duties and responsibilities of the MRC PA shall include, but not be limited to, the following:
• Assist with organizing and training staff on communications and marketing related information and standards
  o Support training of sub-department Marketing Interns in the areas of public relations, marketing, graphic design, social media, and content management/web design.
• Help with enhancing and increasing awareness of the division and its initiatives through a variety of methods to include:
  o Develop outreach and marketing materials and publications
  o Assist with development of divisional communications plan and manage social media channels and divisional website
  o Assist with creation of divisional communications such as Dateline and B-line news announcements, newsletter, print and email campaigns
  o Work with university communications and marketing staff as necessary
• Attend phase 1 and phase 2 cultural competency training
• Conduct assessments, research and benchmarking surveys as needed
• Attend regular supervision and staff meetings; review literature as provided
• Perform other duties assigned by the Division of Diversity, Equity and Inclusion staff, as requested

Supervision:
The Tanyah Barnes, DEI diversity fellow and interim MRC assistant director directly supervises the Program Assistant. However, other Division of Diversity, Equity and Inclusion staff may direct some position responsibilities.

Preferred Skills and Eligibility:
• Must have a bachelors degree or be enrolled as a graduate student
• Excellent customer service, written, and oral communication skills
• Experience in writing, marketing, social media, and graphic design preferred
• Proficient in Microsoft Office, Google documents, Adobe Creative Suite (Acrobat, Photoshop, Illustrator and Indesign), and social media platforms
• Some night and weekend hours are required

Contact Tanyah Barnes, interim MRC assistant director, at (607) 777-3654 or e-mail tbarnes@binghamton.edu if you have any additional questions.