

Job Title: AEI Media & Marketing Assistant

The American English Institute Media & Marketing Assistant reports to the Student Engagement Coordinator and supports AEI's student engagement and promotional efforts targeting current students, prospective students, alumni, and organizational partners.

The incumbent works with administrators to establish overall marketing vision and strategy and then take ownership of managing those strategies and meeting department goals. This person collaborates with members of various AEI departments and teams (Tutoring Program, Student Engagement & Activities, Admissions, and other faculty and staff) to create social media templates, stories, and posts, update or create new promotional and student services materials (such as brochures and admissions packets), and keep the AEI website updated.

Social media is a large percentage of this position. It includes 3-5 regular posts each week, ad hoc posts for special events or projects, and curation and re-sharing of other relevant content from campus or community partners. Some ready-to-post content may be provided and some will need to be created. In addition, this person will engage with followers, partners, and prospective students during scheduled shifts and forward messages to staff as needed. Close collaboration with the Tutoring Program and Student Engagement & Activities student worker teams is necessary to ensure engaging and timely social media posts for each department.

Responsibilities include:

Social media management and content creation (40%)

- Adhere to all FERPA and UO guidelines and policies for media releases and use of images and videos with student likenesses.
- Establish social media strategy and goals with supervisor and AEI departments, and create social media posting schedule each term.
- Hold overarching vision and objectives for social media and take leadership role among colleagues in meeting those goals.
- Collaborate with AEI departments to come up with content ideas.
- Create or solicit original and engaging content for Instagram and Facebook targeting current students, as well as prospective students, alumni, and organizational partners.
- Post according to the posting schedule and as ad hoc projects or shareable content arise.
- Engage with AEI's digital community and followers, including liking/commenting on related posts, sharing information from other accounts that might be useful to our students, interacting with new pages and potential partners, and connecting with UO-affiliated programs and clubs.
- Lead regular check-in meetings with department representatives to receive feedback and make sure content and templates are up to date and aligned with strategy.
- Assist Activities Team, if needed, with posting photos and videos after each event.
- Track analytics and metrics.

Photo and video production, editing, and curation (20%)

- Adhere to all FERPA and UO guidelines and policies for media releases and use of images and videos of student likenesses.

- Capture and collect photos and videos of AEI classes, events, activities, students, faculty, and staff, and other UO campus locations and events for use in promotional materials, social media, and the AEI website.
- Create engaging photo or video promos and testimonials to promote AEI and special projects.
- Create informational or instructional videos to support New Student Orientation and other student services.
- Create videos or photo stories to engage current AEI students.
- Store all materials in AEI's photo and video library and marketing files in an organized fashion together with all liability release documents.

Promotional and student services materials creation and updates (15%)

- Update pre-existing Adobe InDesign and Illustrator templates for brochures and other promotional and admissions materials as well as make new materials that are consistent with the established aesthetic.
- Create orders through campus printing after approval and coordinate with campus printing staff to ensure desired outcome is met.
- Design other swag and promotional materials for ordering through other platforms (e.g., Shutterfly, Vistaprint, etc.)

Website maintenance and updates (15%)

- Make regular updates to the AEI website each term (e.g., costs, dates, contact information, etc.)
- Collaborate with web administrators for questions and to make structural or aesthetic changes if needed.

Other projects and responsibilities as needed (10%)

- Assist with New Student Orientation each term.
- Assist with student activities.
- Other projects as assigned.

Minimum Qualifications:

- Exhibits effective critical thinking and problem-solving skills.
- Exhibits a high attention to detail.
- Proficient with social media platforms (especially Instagram and Facebook).
- Proficient with Adobe Illustrator, Adobe InDesign, Canva, and basic video editing software.
- Able to capture high-quality photos and videos that represent the AEI student experience. Can capture both candid and posed shots of subjects, testimonials, interviews, etc.
- Willing to narrate or appear in videos.
- Able to perform basic website editing using web editing programs (like WordPress or Drupal).
- Flexible and adaptable to ad hoc media projects in a fast-paced environment, in addition to regular social media posts and other long-term projects.
- Works effectively in both independent and team environments.
- Exhibits certain leadership qualities: Able to hold overarching vision and objectives for social media and take leadership role among colleagues in meeting those goals; able to take ownership of projects within the parameters and goals laid out by superiors; is collaborative; solicits feedback from other team members and professional staff.
- Exhibits effective written and verbal communication skills in English.

- Exhibits interest in and curiosity about other countries and cultures.
- Has a valid U.S. driver's license with a clean driving record.
- Willing to obtain certification to drive UO vans (training available).
- Available to work 8-10 hours per week, including some evenings and weekends.

Preferred Qualifications:

- Experience with applications such as Microsoft Teams, Trello, and Zoom.
- Exhibits an understanding of clear and patient communication with English Language Learners.
- Knowledge of HTML coding.
- Familiar with social media platforms used in other countries, such as WeChat and Weibo.
- Proficient in Arabic, Japanese, or Mandarin.
- Experience with tools such as Facebook Metrics, Instagram Analytics, and post schedulers.
- Strong understanding of how to use Social Media from a business perspective to target audiences.
- Experience living or working abroad and/or training in intercultural communication.

Starting rate: \$14.00/hr