Job Description

The Student Coordinator of Graphic Design & Marketing is responsible for creating promotion and marketing items for the Wellness Department and Live Well UT programs, initiatives, events, services and facilities.

General Duties and Responsibilities

- Create aesthetic promotional materials
  - Including but not limited to: t-shirts, pens, banners
- Create aesthetic marketing materials
  - Including but not limited: flyers, signs, hand-outs, brochures, email/plasma images, advertisements
- Coordinate the publication of promotional and marketing materials
  - Including but not limited to: printing materials in-house, coordinating with outside printing companies
- Generate publicity for programs and events
  - Including but not limited to: posting materials around campus, sending plasma screens, creating social media strategy, doing hand-outs and tabling, encouraging word of mouth, sending emails, taking photos
- Attend Wellness-associated events and programs to represent, support and provide feedback
  - Including but not limited to: Energii, Pirate Fest, Freshman Orientation, Initiatives’ and Resource Team’s events
- Assist with program learning outcome assessments to help determine strengths/weaknesses and new programs/services our students would like to see
- Professionally represent the Office of Wellness at all times
- Attend weekly Wellness Coordinator meetings

Requirements

- Solid computer skills, mostly Microsoft Office Products and Adobe Products (InDesign, Photoshop, Illustrator)
- Ability to work independently and motivate self to accomplish work
- Strong communication skills are necessary for verbal promotion and program assessment
- Ability to work in a team-oriented environment
- General knowledge and participation of Wellness programs on the University of Tampa campus
- Willingness to work a flexible schedule with 10-12 hours of work per week and log these hours on a weekly time sheet (Student Employment and Federal Work Study students are eligible to apply)