Program Marketing Assistant
Intern (1/2023 - 8/2023)

Position Focus
As a member of the Yale Conferences & Events (YC&E) department and reporting to the Marketing and Communications Director (MCD), the Program Marketing Assistant (PMA) is responsible for supporting a wide range of marketing and communications projects and initiatives for the department. As support for the MCD, the PMA contributes to short and long-term planning, which includes internal and external client communications, social media content creation, newsletter management, market research and analysis, website and database management, planning and hosting events, and various administrative duties.

The PMA is expected to collaborate with the MCD, internal teams, clients and partners on various marketing and communications efforts, design and present new content ideas, monitor all social media platforms for trending news, ideas, and feedback, research and evaluate competitor marketing and digital content, prepare promotional materials and presentations, assist with photography and graphic design, learn and work with various types of software for digital marketing and event management, and prepare, format, and edit a range of documents. The PMA will also have a secondary role of assisting the Program Staff team with their event planning and hosting efforts as needed, which can include on-site support, logistical planning, and more.

Skills and Abilities
1. Possess knowledge of marketing techniques and social media platforms.
2. Excellent written and verbal communication skills, superior interpersonal skills. Ability to articulate ideas.
3. Quick study. Excels in fast paced, results oriented, community environment.
4. Flexible, upbeat team player with a strong work ethic.
5. Talented problem solver, able to react quickly and have composure under pressure.
6. Ability to exercise good independent judgment, working with multiple stakeholders.
7. Highly proficient at managing multiple priorities. Superior organizational skills and flawless attention to detail.
8. Ability to work with a range of individuals to adopt and exceed customer expectations.
10. Strong ability to learn utilization of various technology platforms including Canva, Adobe Creative Cloud, Squarespace, StarRez, Salesforce, Cvent, 25Live and Trello.
11. Media Production (editing videos/clips, producing live events).
12. Experience planning and hosting events.

Required Education and Experience
- Bachelor’s Degree in related field (or be on course to complete degree) or one or more years of related marketing communications experience or an equivalent combination of education and experience
- Marketing, Communications, Design, Journalism, Customer Service experience

Compensation/Expectations
- $17.00-$18.00 per hour
- Work to start the last week of January or first week of February
Parking will be provided
On campus housing and dining will be offered from June-August

*PART TIME HOURS (15-20) FOR JANUARY-MAY and FULL TIME HOURS (37.5) FOR MAY-AUGUST

- Please note, this includes some nights and weekends throughout the year.
- Please note, this position also potentially could extend through December 2023.

Application
To apply, please check out our website at: https://yale.starrezhousing.com/StarRezPortalXEmployment