



University of Central Florida

# Academic Advancement Programs

## Marketing Assistant

(Fall 2022- Spring 2023)

UCF Academic Advancement Programs (AAP) prepares underrepresented, low-income and first-generation college students to pursue advanced degrees. AAP works in collaboration with faculty, staff, local, and national partners to provide a range of graduate school preparation programs and services. Students have the opportunity to participate in a variety of initiatives designed to increase their awareness and knowledge of the graduate school application process, graduate school funding, summer research programs, and fellowship opportunities.

The AAP Marketing Assistant(s) will help spread the word of Graduate School Preparation to the UCF general population by creating social media and marketing campaigns.

### **Marketing Responsibilities:**

- Generate content to be featured on social accounts (Instagram, Facebook, Twitter, and LinkedIn) and newsletter with the purpose of increasing student and stakeholder engagement and awareness of AAP.
- Interact with audience and respond to social media messages, inquiries, and comments.
- Actively participate in student outreach and events to positively promote the services offered by AAP
- Assist in creating and managing a social media calendar and department marketing strategy
- Work closely and maintain good communication with AAP Coordinator.
- Assist in the creation and editing of written, video, and photo content.
- Perform additional support duties as assigned

### **Marketing Qualifications:**

- Enrolled full time (12 undergraduate credit hours) at the University of Central Florida
- Experience with Adobe Creative Suite and Canva preferred.
- Well-rounded understanding of all social networks, best practices, and how to effectively use each channel to support AAP events and services.
- Proficiency in use of computers, experience with Microsoft Office (PowerPoint, Excel preferred).
- Strong organizational skills and able to multitask, deadline-driven, take initiative, and able to work well with others. Passionate about social media and utilizing creativity
- Excellent communication (written/oral) and editing skills in the digital content creation
- Experienced with video and photo editing tools, digital media formats, and HTML

**Additional Preferred Qualifications:** Familiarity with Academic Advancement Programs, students who have met with Pre-Grad Coach, attended AAP workshops or events, or participated in an AAP structured program. Demonstrate leadership, takes initiative, and a positive attitude.

**Hours:** Typical hours can range from 10 hours – 15 hours per week and will begin for the fall 2022 semester. Students may continue through the summer 2023 semester. Students interested in starting summer 2022 may communicate with AAP Coordinator, Raquel Toro.

**Apply:** Please submit a letter of interest, portfolio or samples of marketing projects, and resume as an attachment to Raquel Toro at [raquel.toro@ucf.edu](mailto:raquel.toro@ucf.edu) by **Friday, March 25th at 5:00PM**, and send any questions about the position to Raquel Toro.