



TITLE: Marketing & Communications Assistant

DEPARTMENT: Office of Sustainability

REPORTING STRUCTURE: Reports to Marketing & Communications Specialist

SUMMARY: The Office of Sustainability is seeking a Marketing & Communications Assistant to become part of a team specializing in community and campus outreach through digital and print platforms. The Marketing & Communications Assistant will work to raise awareness and educate various audiences on Lehigh's sustainability efforts, initiatives, programs, practices, and events. They will be expected to assist with the creation and execution of marketing and communication strategies for Lehigh Sustainability and the Office of Sustainability.

The Marketing & Communications Assistant will learn about creating and executing marketing and communications strategies as well as tracking and analyzing the success of the strategies. In addition, the Marketing & Communications Assistant will learn about and execute workflows and collaborative creation.

The position's hours will be flexible to include occasional events on nights and weekends.

RESPONSIBILITIES MAY INCLUDE:

- Assisting with the creation and execution of marketing and communication strategies
- Researching marketing trends and strategies and proposing adjustments to current strategies accordingly
- Generating, editing, and reviewing written and visual content for print and digital marketing and communications mediums (such as social media, email, website, newsletter, report, and other promotional materials)
- Collaborating, supporting, and networking with office teams, like-minded campus partners, departments, organizations, and offices on and off campus
- Interviewing individuals and groups on campus for various purposes
- Adhering to brand guidelines and completing projects according to deadline
- Attending weekly staff meetings and team meetings
- Other duties as assigned

Preferred Qualifications:

- Strong writing and communication skills
- Experience with social media platforms (specifically Facebook, Instagram, & LinkedIn)
- Experience creating content, such as graphics, photos, and videos, for social media platforms
- Experience with Canva and other content creation applications
- Experience writing professional emails, social media content, articles, blogs, or stories for publication
- Attention to detail and ability to make changes based on feedback
- Strong creative, analytical, and problem-solving skills
- Self-motivated with an ability to work independently and collaboratively

PHYSICAL DEMANDS AND WORKING CONDITIONS: May work under pressure to meet office deadlines. Must be able to move about freely.

COMPENSATION: Work-Study Position Only. Pay varies depending on class year and experience. This position will start in August 2023 and the intern will be expected to work a minimum of 6-10 hours per week.

TO APPLY: Please complete this [form](#) and upload a copy of your resume.

DEADLINE: Open until filled.