Bears That Care (BTC), a violence prevention initiative through the Office of the Dean of Students, is now recruiting a Marketing Assistant for the remainder of the 2015-2016 academic year. BTC’s mission is to prevent violence by empowering people to become active bystanders. The Marketing Assistant serves a key role in BTC by helping to develop and deliver a comprehensive marketing campaign while assisting with administrative tasks.

ESSENTIAL DUTIES

- Assist in creating an innovative marketing campaign for Bears That Care to include web-presence, social media, video and print materials
- Work closely with other campus departments to craft publicity and deliver content effectively to intended audience(s)
- Update website content and create engaging educational materials for the website
- Creatively support the educational efforts of BTC through engaging in research, introducing new ideas and re-shaping marketing efforts as necessary based on feedback from the community
- Assist in managing logistical components of BTC including workshop scheduling, communication with stakeholders, and collection and analysis of assessment data
- Attend and actively participate in all relevant training and development for staff, including bi-monthly staff meetings
- Keep supervisor informed about marketing and administrative questions and concerns; maintain regular communication
- Attend and actively participate in regular individual meetings with supervisor
- Serve as a representative of the Dean of Students Office and role model positive social behavior

QUALIFICATIONS

- Eligible for Work Study
- Graphic design experience including familiarity with Illustrator
- Knowledge of and prior experience with brand development and marketing strategies strongly preferred
- Possess strong oral and written communication skills
- Possess a strong level of initiative and reliability
- Ability to work well both independently and collaboratively
- Prior experience creating and managing a large-scale media campaign preferred, particularly familiarity with video production and social media platforms
- Minimum cumulative GPA of 2.5
- Available to work 5-6 hours per week during business hours while classes are in session for the 2015-2016 academic year
- Must be available for staff meetings on Fridays between 2:30 and 5pm

COMPENSATION

- Wage: $13.00/hour @ 5-6 hours per week
- Must be eligible for Work Study

To apply, submit cover letter, resumé and 2 references to finn schneider at fjschneider@berkeley.edu by November 27, 2015. Interviews will be held November 30-December 2, 2015.