

Vice President of Design & Outreach



Job Title: Vice President of Design & Outreach (VPDO)

Division: PSA Executive Suite – Marketing // **Job Level:** Middle – Management // **Reports to:** Executive Vice President of Marketing (EVPM)

Supervises: N/A // **Co-VPs:** VP of Personnel & VP of Talent Acquisition & Development

Job Purpose:

The Executive Suite provides administrative support to the ten student-run businesses operated by Penn Student Agencies. This support includes: strategic business development; human resources for all student employees; marketing initiatives to inform others of the services offered by PSA; and events to bring the PSA community closer together.

As part of the PSA Marketing Team within the Executive Suite, the Vice President of Design & Outreach manages the PSA social media pages, plans and executes the marketing strategies, designs materials (graphic design of social media posts, brochures, flyers, website design, web graphics, video and photography) for the PSA organization and individual agencies as needed, and provides marketing consultation services to the individual agencies when requested. They also assist the Executive Vice President of Marketing with solidifying the brand image of PSA, increasing PSA's campus presence, as well as managing the marketing expectations of individual agencies.

Duties & Responsibilities:

- Create and implement quality marketing strategies and materials (including graphic design, photography, and marketing consultation services) using the Adobe Suite softwares, such as Photoshop, Adobe AI, InDesign, and Premiere Pro with high aesthetic quality and professionalism.
- Execute projects assigned by the Executive Vice President of Marketing, meeting all quality expectations and deadlines.
- Provide Photography and Videography for the Executive Suite as needed.
- Market PSA and the individual agencies through consistent social media posts on the PSA social media accounts and updates to the PSA website.
- Contribute actively to the improvement of the brand recognition of Penn Student Agencies and the individual agencies on and off-campus.
- Meet with the PSA Agencies and Executive Suite Leadership to understand their marketing needs and where they need support from the marketing team.
- Assist in the creation and development of PSA Marketing Goals.
- Provides input and feedback to the Executive Suite Directors.
- Attend and actively participate in all marketing team meetings to check-on assignments, receive new projects, and discuss future goals.
- Collaborate with the PSA Talent Acquisition Team on event planning and recruitment initiatives.
- Collaborate with the President, VPP, EVPO, and EVPM on marketing of recruitment and PSA community events.
- Attend bi-weekly meetings with the PSA President, PSA EVPO, PSA EVPM, VPMs and the PSA General Manager.
- Be available for other duties as assigned by the Executive Vice President of Marketing.

★ PSA employment for the Fall 2020 Semester will be on a temporary basis pending University operations and the state of the pandemic. Positions will be filled as needed. Offers may be further extended at the discretion of the Executive Director.



Attendance Requirements:

- Attend all Marketing Team and Executive Suite Team Meetings
- Attend all Biweekly Meetings with the Executive Suite and PSA General Manager
- Attend all assigned PSA Meetings and Events
- Attend all Recruitment and Talent Acquisition related events and meetings.
- Attend all of PSA Semesterly GBMs

**Meetings and Events may occur virtually through Zoom or Google Meet to comply with University COVID Guidelines*

Preferred Experience & Skills:

- Graphic design, web design, social media promotional skills, fluency in Adobe Photoshop and Illustrator are required for this position.
- Familiarity with design-related language and vocabulary.
- Experience with Wordpress, Premiere Pro, InDesign or Canva is a plus. Experience with Swift, Java, HTML & CSS is also a plus due to the need of website maintenance and application creation but not required.
- Strong and reliable communication and presentation skills are important as this position communicates with the PSA Executive Vice President of Marketing, members of PSA agencies, and the campus community.
- Must be organized, responsible, able to act quickly and meet deadlines, and responsive to email.
- You are entrepreneurial and work well in a rapidly changing environment.
- You are creative and innovative.
- You are customer-centric and can identify and meet customer needs.
- You have experience working cross-functionally to ensure marketing programs are in line with company objectives.
- You are metric driven and have the ability to draw insight from marketing data.

Acquired Skills:

- **Interpersonal Communication Skills:** Communicating with and appealing to an external audience
- **Time Management and Strategic Prioritization:** Managing multiple ongoing projects at once across various divisions with regular responsibilities
- **Attention to Detail:** Ability to efficiently allocate your cognitive resources to achieve thoroughness and accuracy when accomplishing tasks and minimize errors in final products
- **Strategic Marketing:** Ensuring marketing plans align with PSA's overall plan to connect the information we have with the audience that needs to hear it.
- **Critical Thinking:** Development of self-directed, self-disciplined, self-monitored, and self-corrective thinking.
- **Social Media Marketing:** Use of social media platforms to connect with our audience to build our brand, increase sales, and drive website traffic. This involves publishing great content on our social media profiles, listening to and engaging our followers, analyzing the results, and running social media advertisements.

Wage: Starting at \$10.00 per hour depending on experience. Additional Compensation available.

Hours: 8-12 hours per week, depending on PSA needs and the time of year.

This position is not contractual; however, semester performance evaluations may lead to re-evaluation of employment if deemed necessary.

