

Marketing and Outreach Manager



Job Title: Marketing & Outreach Manager // **Division:** firstServices

Job Level: Management // **Reports to:** firstServices Executive Director

Supervises: N/a // **Co-Manager:** Dry Cleaning Manager and Product Manager

Job Purpose:

firstServices is one of the student-run businesses operated by Penn Student Agencies. This business provides laundry, dry-cleaning, and water delivery services to Penn students on and off-campus. It is the mission of firstServices to help students save time in their busy schedules by taking care of time-consuming chores and delivering the finished product right to their door! The Marketing and Outreach Manager supports the function of this agency by executing marketing campaigns, engaging with customers through social media, and by ensuring that firstServices is fully staffed.

Duties & Responsibilities:

- Create and execute firstServices marketing campaigns to attract more customers and communicate discounts to on- and off-campus residents.
- Create recruitment campaigns for fS.
- Handle fS social media accounts and create marketing flyers.
- Assist Director of Special Deliveries with marketing efforts as needed.
- Coordinate marketing efforts between fS and SD.
- Keep the golf cart for deliveries in excellent condition.
- Must sign up for at least one water/laundry shift.
- Must attend all care package deliveries (3 per semester).

Attendance Requirements:

- Monthly firstServices Agency Meetings (1 hour) and on time to all scheduled shifts.
- Monthly Cross-Functional Meetings as determined by the Executive Suite
- Minimum 50% of all PSA GBMs (2 of 4 per semester).

Employment Expectations:

- Strong interpersonal skills, problem solving skills, and dependability are required.
- Must be able to lift 25 pounds.
- Ability to drive/having a US Driver's license is preferred.
- **Design Experience:** Fluency in Graphic Design, Web Design, Canva, Adobe Photoshop, InDesign, and Illustrator are required for this position.

Acquired Skills

- **Time Management:** Being able to accurately complete pick-ups and meet deadlines are essential.
- **Attention to Detail:** Being able to recognize the nuances of effective marketing campaigns (flyers, social media posts, etc.) is important to maximizing our efforts.
- **Trend Analysis:** See what's popular and effective in media and apply it to our current channels.
- **Social Media Planning:** Use of interfaces such as Later to optimize posting.
- **Marketing Tactics:** This position will work with the Executive Vice President to make sure that all recruitment efforts done by firstServices are effective.
- And many more!

Wage: \$9.50-\$11 per hour, depending on experience.

Hours: Minimum 5 hours per week, plus care package distribution for Special Deliveries (- 3 times a semester for about 1-2 hours.)

Email recruiting@pennstudentagencies.com with any questions.

Disclaimer: Details included on this job description are subject to change prior to the start of your contract.