



PSD Marketing Director

Job Title: Executive Director & Board Director // **Division:** Penn Student Design (PSD)

Job Level: Upper Management Director // **Reports to:** PSA General Manager

Supervises: Web Developers, Graphic Designers // **Director Team:** Executive Director

Job Purpose:

Penn Student Design is a student-run business operated by Penn Student Agencies. This business offers a full range of high-quality creative services at affordable rates for on and off-campus clients, as well as a unique collaborative experience for talented student designers. The Marketing Director supports Penn Student Design by archiving and organizing Penn Student Design's print and web products, marketing Penn Student Design (via social media, print ads, emails, etc.), and working with designers to produce creative marketing materials for Penn Student Design.

Duties & Responsibilities:

- Create and implement marketing strategies to improve Penn Student Design's brand recognition on and off-campus.
- Update and maintain the Penn Student Design website and social media pages
- Manage Penn Students Design's branding image by maintaining the PSD branding guidelines and associated materials
- Manage and develop content for Penn Student Design's Social Media Pages
- Seeks out new business opportunities and partnerships on campus and in Philadelphia
- Assist the Executive Director in managing incoming projects with clients which involves: contract development and negotiation, connecting designers to clients, checking on project progress, and formally closing out the project upon completion.
- Archive Penn Student Design past work and files in an easily navigable archive/portfolio for reference and client requests
- Oversee the creation, marketing, and sale of the Penn Annual Calendar.
- Collaborate with Executive Vice President of Marketing and Vice President of Outreach to develop and execute marketing strategies for Penn Student Design.
- Conduct Semesterly Employee Evaluations & Feedback Meetings with the Executive Director
- Respond to all communications in a professional and timely manner.
- Check GSuite email daily and follow through with all requested actions
- Available for other duties as assigned by the Executive Director, PSA General Manager and requested by the Executive Suite of Penn Student Agencies



Attendance Requirements:

- Bi-weekly meetings with the PSA General Manager and Co-Directors
- Monthly Cross-Functional Meetings as determined by the Executive Suite
- Monthly Agency Meetings (Determined by employee availability)
- Weekly Director and Management Team Meetings
- All PSA Semesterly GBMs and Community Events

Preferred Experience & Skills:

- Strong communication and customer service skills are required as this position communicates with prospective clients.
- Fluency in graphic design, web design, Adobe Photoshop, InDesign, and Illustrator are required for this position.
- Must be reliable, organized, responsible, able to delegate tasks, able to act quickly and meet deadlines, responsive to email, and a self-starter who can take initiative.

Acquired Experience & Skills:

- **Customer Service:** gained through serving the clients requesting designers and making improvements to those services based on customer demand and expectation.
- **Time Management:** gained through learning how to accomplish academic and director responsibilities in a timely and organized manner for the duration of your employment.
- **Communication:** gained through determining effective messaging and channels to increase awareness of the services Penn Student Design provides on-campus.
- And many more!

Salary: Median Compensation - \$800 monthly. Hourly wages are set depending on experience and determined by the PSA General Manager prior to your start date. Wages and salaries are as dependent on business performance.

Hours: 11 - 16 hours per week, depending on agency need. You should expect to work an average of 13 hours weekly during a normal operating year.

Contracted Term: PSA Director contracts are for one full year, starting in April and ending in April.

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.