
STUDENT EMPLOYEE JOB DESCRIPTION

JD# 650 LCDI

Supervisor: Joseph Williams
Department: Leahy Center for Digital Forensics (LCDI)
Position Type: Federal Work-Study Program Part-Time Student Employment

JD#: 650 LCDI
Job Level: 2
Pay Rate: \$10.70

Workday Job Title: LCDI Marketing Assistant Student Employee Level 2

Posted Job Title: Marketing Assistant for the Senator Patrick Leahy Center for Digital Investigation (LCDI)

Job Description: Candidates will be expected to be very attentive to detail and ready to analyze/research and present strategies that may be new to them. The identification of problems and offering solutions is a critical aspect to the success of each project. Students will be expected to help gather and analyze information skillfully; develop alternative solutions; work well in group problem solving situations.

Job responsibilities include but are not limited to creating, publishing, maintaining, updating social media applications with mailings, imaging, and content to promote the LCDI announcements, activities, projects, and services. Our communication is both internal and external in nature.

The Marketing Assistant duties will include but not limited to the following tasks:

- Create and publish creative media content relating to the program.
- Review analytics on website and social media to ensure goals and objectives are being met.
- Develop successful measures and make recommendations on site and blog improvements.
- Maintain program social media content as directed by supervisor including monitoring published content for relevance, accuracy and quickly responding to changes as necessary.
- Proactively develop new and current program information in the form of email announcements, social media outlets (like Twitter, Facebook, Linked-in) and brochures as directed by the supervisor.
- Updating all marketing documents that are used.
- Light editing and proofing of marketing materials.
- Create posters, brochures, web graphics, edit photos, newsletter, etc.
- Researching and tracking, marketing campaigns and developing marketing strategies for the LCDI web presents

Required Qualifications:

- Proficient in Microsoft Office and the creative business use of social media outlets like webpages, Twitter, Facebook, Linked-In, and Instagram
- Must have excellent attention to detail
- Excellent written and verbal communication skills
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Additional Preferred Qualifications:

- Possession of creative flair, versatility, conceptual/visual ability and originality
- Experience in optimizing user interactions on social media
- Creative problem solving abilities
- Ability to perform highly detailed work
- All other duties as assigned by LCDI Supervisor and/or LCDI Leadership

How to Apply: Interested applicants should complete an application online: <http://bit.ly/LCDIapplication>
[Interview Times](#)

Approximate Hours per Week: ~6/8 hr/week

Job Location: Miller Center at Lakeside Avenue Campus

Qualified candidates will also be expected to attend a mandatory LCDI Town Hall and staff one LCDI event (i.e. Open Houses, Tech Jam, etc). In order to successfully accomplish the goals of this position, it may be necessary for the student to adjust his/her schedule to accommodate meetings with team members (i.e. monthly training and/or meetings).