

Vice President of Marketing



Job Title: PSA Vice President of Marketing

Reports to: PSA Executive Vice President of Marketing

Job Purpose:

The Penn Student Agencies Main Office provides administrative support to the nine student-run businesses in Penn Student Agencies (PSA). This support includes 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 Committee within the Main Office team, the VPs of Marketing manage the PSA social media pages, create and execute the marketing strategies and materials for the PSA organization and individual agencies as needed, and provide marketing consultation services to the individual agencies when requested.

Expectations:

- Create and implement marketing strategies (including graphic design, photography, and marketing consultation services) to improve the brand recognition of Penn Student Agencies and the individual agencies on and off-campus.
- Execute projects assigned by the Executive VP of Marketing, meeting all quality expectations and deadlines.
- Market PSA and the individual agencies through consistent social media posts on the PSA social media accounts and updates to the PSA website.
- Meet with the PSA agencies and Main Office staff to understand their marketing needs and where they need support from the marketing committee.
- Attend and actively participate in all marketing committee meetings to check-on assignments, receive new projects, and discuss future goals.
- Be available for other duties as assigned by the Executive VP of Marketing.

Attendance Requirements:

- Biweekly staff meetings
- Minimum 50% of PSA Semesterly GBM's (at least 2 GBMs per semester)

Preferred Experience & Skills:

- Graphic design, web design, social media promotional skills, fluency in Adobe Photoshop, InDesign, and Illustrator are required for this position.
- Strong and reliable communication and presentation skills are important as this position communicates with the Executive VP 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.

Acquired Skills:

- **Design Skills:** You will become more skilled with design software like Adobe Photoshop and Adobe Illustrator, developing a good aesthetic taste that is essential for your future marketing career.
- **Communication Skills:** You will learn to convey your marketing ideas, your vision and expectations concisely to your supervisors and teammates; You will learn the art of persuasion and negotiation through discussing and improving marketing strategies, developing better organizational structures and recruiting new members.



- **Business acumen for marketing:** You will acquire an acute sense of good marketing strategies and designs, allowing you to identify the benefits and shortages of marketing campaigns and commercials. You will learn to see the rationale and logic behind each marketing component, and how to combine design elements to reach the intended marketing effect.
- **Writing skills:** Through creating marketing contents, you will need to use your words to encourage the audience to take actions, which trains you write under a marketing context.
- **Attention to details:** You will be exposed to the professional environment where you are required to produce high-quality, errorless work. You will learn to be detail-oriented through being responsible for the contents you create, such as emails and marketing designs, making sure it is clear, presentable, and free of error.

Wage: \$9.00 per hour

Hours: 5-10 hours per week, depending on PSA needs and the time of year.