

# Promotions Associate

**Job Title:** Associate

**Reports to:** Director of Operations & Director of Distribution



## Job Purpose:

PSA Promotions is one of nine student-run businesses in Penn Student Agencies. This business negotiates with outside vendors to provide outstanding discounts to the Penn community. Our vendors include schoolstorage.com, Balfour Class Rings, Kaplan Test Prep, Princeton Review, Shop Penn, and J1SIMS. The PSA Promotions Associate supports the agency by developing strategies to inform Penn students about local services that meet their needs.

## Expectations:

- Assist Director of Outreach and Partnerships in working with vendors that provide services that appeal to the student body in order to determine best marketing strategies.
- Develop and implement new creative methods of advertising that meet the needs and interests of the Penn community and foster the growth of the agency's breadth of services and clientele.
- Coordinate and help moderate events to promote services such as staffing information tables, postering on campus, and handing out flyers to inform the campus community about these services.
- Communicate with Teaching Assistants, Department Heads, and other campus leaders as necessary to create new partnerships.
- Available for other duties as assigned.

## Attendance Requirements:

- Attend a weekly one hour agency meeting to discuss agency activities.
- Postering completed (on your own time) by deadline
- Minimum 50% of PSA Semesterly GBM's (at least 2 GBMs per semester)

## Preferred Experience & Skills:

- Strong interpersonal skills, an understanding of Penn student needs, and creative marketing skills are required.
- Must be organized, responsible, enthusiastic, and responsive.
- Ideal candidate is determined, self-motivated, and willing to take initiative to advance the agency's mission.
- Ability to balance autonomous tasks and group collaboration.

## Acquired Skills:

- **Interpersonal Skills:** Associates work with the rest of the Promotions team and will assist in acquiring new clients and outreach to department heads.
- **Problem-Solving:** Associates will assist in developing creative new ways to advertise for our clients.
- **Entrepreneurship:** Promotions is undergoing major restructuring and the Associate will have the opportunity to shape the future of the agency.
- And many more!!

**Wage:** Starting at \$8.25 per hour

**Hours:** 6 hours per week.