Marketing and Graphic Design Assistant

Center for Public Service

Student Hourly position

**Job description**

**About the Center for Public Service**

The Center for Public Service (CPS) aspires to enhance the legitimacy of – and citizen trust in – public service institutions and the people who work in them.  Through the integration of theory, scholarly research and practice, the Center enhances the legitimacy and effectiveness of public Service institutions and democratic governance.

**Position Description**

This position works with CPS, its related programs, and program managers to create marketing and communication documents. Duties include maintaining the CPS website, posting to different social media platforms (Facebook and LinkedIn), facilitating website edits, creating email templates through MyEmma, and creating marketing materials. There will also be some large-scale projects that will require more work and designs.

**Responsibilities**

* Posting to social media weekly and planning these posts at least a week beforehand
* Monitoring the CPS website – updating sliders, keeping links up to date, reaching out to center staff to verify information accuracy
* Keep our CPS site’s SEO settings current and relevant
* Design and update marketing materials as requested
  + Flyers, brochures, banner stands, social media posts
* Create and maintain design elements for research reports and other materials for CPS staff and external clients
* Follow the PSU Style Guide while making designs accessible
* Manage workloads with competing priorities
* Work with supervisor to prioritize incoming requests and plan schedule appropriately

**Minimum Qualifications and Skills**

* Understanding of how to tailor digital and print design to a target audience
* Experience with website editing and/or design
* Ability to learn new platforms, tools, and design requirements. Examples include MyEmma, PSU’s website builder, and digital accessibility concepts.
* Effective oral and written communication skills for interacting (in writing, in person, and on Zoom) with CPS and CUPA faculty, staff, and fellows
* Ability to prioritize and manage projects with competing deadlines
* Ability to work on projects with little supervision

**Preferred Qualifications and Skills**

* Ability to create charts, tables, and other graphic exhibits of data or key takeaways for research reports
* Experience with using Adobe Illustrator, Photoshop, and InDesign
* Strong understanding of both digital and print design
* Preference for two years of experience with Adobe programs
* Preference given to candidates with photography skills for potential future events

**Schedule**

Approx. 10 hours/week, which can be arranged to fit your academic schedule. Preference will be given to candidates who are available to work for CPS for two academic years.

**Pay Rate**

 $17.50

**To Apply**

Email [publicservice@pdx.edu](mailto:publicservice@pdx.edu) with the position title in the subject line. Attach your resume and cover letter in .pdf format. Include your portfolio (URL or PDF) or a few work samples showing page layout and typography.