

**Marketing and Multimedia Specialist**

*Position Description*

The Marketing and Multimedia Specialist is responsible for promoting the Kendall Reagan Nutrition Center’s (KRNC) cooking classes, group programs, presentations, and overall services to CSU students, employees, and community members of all ages. This includes designing marketing materials, carrying out marketing campaigns, managing social media content and accounts, media relations, community relations, photography and videography efforts, website updates, and other outreach efforts.

**Primary Responsibilities:**

* Collaborate with KRNC team to establish marketing plans
* Create branded materials using graphic design software like Adobe Illustrator and Canva
* Design and format monthly newsletters, email blasts, and content for Facebook page
* Update billboards in both KRNC locations
* Photograph and create videos for programs
* Coordinate content for SOURCE and CSU Life
* Collaborate with campus and local partners on social media
* Track analytics on all media platforms
* Implement marketing checklist for all programs
* Collaborate with dietitians to coordinate marketing needs
* Attend weekly staff meetings
* Generate marketing reports as needed
* Staff health fairs

**Reporting Structure:** Marketing and Multimedia Specialist will report to Kalyn Garcia

**Position Qualifications:***Minimum*

* Experience using social media for a professional brand or organization
* Demonstrate the ability to work effectively both individually and on a team
* Demonstrate the ability to work in a changing environment and learn new information and processes quickly while maintaining a positive attitude
* Strong communication and interpersonal skills
* Commitment to working with diverse populations
* Excellent organizational skills, effective multi-tasking and detail-oriented
* Self-directed and takes initiative, motivated to bring new ideas to progress clinic

*Preferred*

* Experience with Adobe Creative Suite (primarily Adobe Illustrator)
* Experience with Constant Contact or other similar email services
* Experience with Microsoft Suite
* Experience with photography and videography
* Interest in nutrition marketing and health communications

**Job Type:** Student work-study or student hourly

**Hours Per Week**: 10 hours/week. This position is year-round with hours through fall, spring and summer semesters.

*Flexible shifts available between 8:00 am – 5:00 pm, Monday-Friday, some evenings and weekends might be required.*

**Hourly Rate:** To be determined

**Start Date**: August 2021

**Application Instructions:** Submit cover letter, resume and minimum of three (3) work samples by email to Kalyn Garcia [Kalyn.garcia@colostate.edu](mailto:Kalyn.garcia@colostate.edu)

**Application Deadline:** July 16th, 2021

**About Kendall Reagan Nutrition Center:** The mission of the Kendall Reagan Nutrition Center is to provide service learning opportunities and training for students in the department of Food Science and Human Nutrition, while enhancing the health of the community through nutrition outreach, collaboration, and research. To learn more, visit our website at [nutritioncenter.colostate.edu](http://www.nutritioncenter.chhs.colostate.edu/) or check out our [Facebook page](https://www.facebook.com/KendallReaganNutritionCenter/?ref=bookmarks).