

**Job Title:** Marketing Coordinator

**Department/Program:** Resource Center for Sexual & Gender Diversity

**Number of Openings:** 1

**Days/Hours & Duration of Job:** Monday - Friday between 9:00AM – 6:00PM. Up to 15 hours/week.

**Wage/Salary:**

**Employment Start Date:** September 16, 2019

**Application Deadline:** May 6, 2019, at 9:00am

**About Resource Center for Sexual & Gender Diversity (RCSGD)**

The Resource Center for Sexual & Gender Diversity (RCSGD) works with students, staff, and faculty to ensure that LGBTQIA identities, experiences, and concerns are represented and addressed at UCSB. The Center aims to create a vibrant and engaging environment through social and educational programming, volunteer and leadership opportunities, and a comfortable and welcoming social and study space. Our professional and student staff members provide support and advocacy on campus. The RCSGD hopes that all LGBTQIA students can thrive at UCSB, feeling safe, affirmed, and valued on campus.

For more information, please visit <http://rcsgd.sa.ucsb.edu/>

**Job Description:**

Work closely with the Program Coordinator to publicize RCSGD events, resources, and issues pertaining to LGBTQIA+ students as well as maintain and oversee the Center's social media presence and brand.

**Job Duties:**

- Work closely with the Program Coordinator and Outreach Coordinator to produce a quarterly calendar of Center events, as well as major events put on by queer student organizations.
- Manage, update, and expand the Center social media outlets, including, but not limited to, Facebook and Instagram.
- Train student staff on social media marketing during office hours.
- Create, distribute, and manage a weekly newsletter.
- Oversee the publicity and marketing of the Center's events and programs.
- Work closely with the Program Coordinator to create event flyers and promotional materials for Center events.
- Periodically develop new button and sticker designs for marketing.
- Update information on the Center website and social media pertaining to LGBTQ+ issues, resources on campus, and Center events.

**Qualifications:**

- Be a current UCSB student in good standing
- Attend a mandatory student staff training on September 16-20, 2019
- Attend a mandatory weekly staff meeting
- Working knowledge and understanding of social media trends
- Preferred experience in marketing and event coordination
- Preferred experience in graphic design
- Excellent written and verbal communication skills

**For more information or questions regarding this job opportunity, please contact:**

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