



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 13 hours/week.

Wage/Salary:

Employment Start Date: September 21, 2020

Application Deadline: May 4, 2020, at 9:00am

About Resource Center for Sexual & Gender Diversity (RCSGD)

The RCSGD at UC Santa Barbara facilitates the intersectional inclusion and representation of the identities, experiences, and concerns of lesbian, gay, bisexual, trans, queer, intersex, and asexual (LGBTQIA+) students, staff, faculty, alumni, and community members. RCSGD staff and volunteers, in collaboration with campus partners, promote the celebration, development, scholarship, and success of the LGBTQIA+ community through advocacy, education, programming, and resource creation and referral.

The RCSGD uses intersectional and social justice lenses to work toward trans justice, queer justice, racial justice, and other forms of justice by examining and combating oppressive systems, including white supremacy, heterosexism, misogyny, patriarchy, and xenophobia.

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 market and distribute 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, Instagram, Youtube, TikTok, and Twitter.
- Collaborate with student staff to create targeted social media content.
- 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 distribution in the RCSGD lounge and at outreach events.
- Utilize effective online engagement tools to increase outreach to the student body.
- 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 from September 21 to 25, 2020
- 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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