

MARKETING ASSISTANT

Job Description

Objective of this position is to increase awareness of The Shorthorn, get more newspapers into the hands of students, increase readership and promote special issues by performing the following duties:

Distribute newspapers, flyers, ballots, promo items at various locations during peak class times, residence hall move-ins, and activity fairs.

Create, set up and man booths at various times through semester.

Create table tents for special sections and place them in designated areas around campus.

Create display boards.

Coordinate schedules with other Shorthorn employed students to help with activities mentioned above.

Coordinate efforts between newsroom and production to promote upcoming specials and stories.

Requirements: Must be currently enrolled at UTA. Marketing major is preferred. Marketing Principles required. Clear communication skills and people skills necessary. Macintosh experience helpful but not required.

Work 10-12 hours per week, which will vary with activities. The majority of hours will probably take place Monday through Wednesday.

This position will train with advertising manager, production manager and student ad manager as needed.