Job Title: SORF Marketing Specialist  
Department: SORF, Student Programs & Activities  
Reports to: Program Advisor, SORF

The SORF Board is responsible for the allocation of funds, generated by the Student Organization Resource Fee (SORF), to Registered Student Organizations (RSOs) in support of their activities and events. RSOs submit funding requests to the SORF Board, according to the scheduled funding period deadlines. The SORF Board reviews applications and determines whether or not requests are fundable by Guidelines, Restrictions, and Standards. The SORF Board forwards their funding recommendations to the Vice Chancellor for Student Affairs for final approval.

POSITION SUMMARY
The purpose of the Marketing Specialist is to assist the Program Advisor and Board in the promotion of Board activities and initiatives.

ESSENTIAL JOB DUTIES AND RESPONSIBILITIES
1. Provide social media marketing services to the Board and handle SORF decisions with confidentiality.
2. Create and update informative posts to SORF social media accounts detailing the Board’s work, member spotlights, and supporting initiatives.
3. Coordinate closely with the Web Designer to update text, image, and video posts to social media and the website as part of a unified social media/marketing strategy.
4. Updates should be made in a timely manner and with the utmost respect for SORF information.
5. Must be available to make posts as needed in a timely manner.
6. Other duties as assigned.

ORGANIZATIONAL AND WORKING RELATIONSHIPS
- This position reports directly to the SORF Program Advisor.
- Work directly with student and staff SORF Board members within the office and through projects involving both parties.

EDUCATION AND EXPERIENCE
Must be enrolled for at least 6 credit hours during Fall and Spring semesters, and at least 3 hours during the Summer semester. If not currently enrolled in Summer semester, student must have been enrolled for at least 6 credit hours in previous Spring semester or be enrolled for at least 6 credit hours in upcoming Fall semester. (HR approval required for less than part-time status)

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES.
- Individual must have knowledge of proper grammar and cohesive writing skills.
- Individual must be dependable and punctual.
- Must possess excellent interpersonal skills and maintain a professional attitude.
- Must be organized and detail oriented with continuous accuracy.
- Knowledge and previous experience with social media and visual media is required.
- Knowledge of image and video editing software is preferred.
LEARNING OUTCOMES

- Student will be able to employ effective time management strategies to balance their various personal, academic, and professional commitments.
- Student will be able to demonstrate a clear understanding of appropriate methods of verbal, written, and web-oriented communication with different audiences and in different settings.
- Student will attend at least 1 Illini Union Human Resources sponsored student workshop per semester and provide written feedback from the experience to their supervisor.

WORKING CONDITIONS

- Will also hold at least two office hours each week, to work on projects, meet with Program Advisor, and make/schedule updates for the SORF social media accounts.
- Time outside of office hours will be utilized to support SORF initiatives by attending funded events to share SORF’s work and may include completing tasks that require quick turnaround.
- Will attend evening SORF Board meetings as able to stay connected to the Board’s work, gather feedback from the Board, and generate marketing posts to assist the Board in its mission to serve the campus community.
- Total time of work should average approximately 4-6 hours per week.

PHYSICAL REQUIREMENTS

- Must be able to verbally communicate with no serious difficulty.

APPLICATION PROCEDURE:

For consideration, complete an application at the following website - http://illiniunion.illinois.edu/Employment/ and specify your area of interest as “Student Programs and Activities”

Additional questions may be directed to iuemployment@illinois.edu or Human Resources and Administrative Shared Services Team at 217-333-3660.