Division of Campus Planning and Campus Management  
Department of Community Relations  
Student Position Descriptions  
Spring 2016/Fall 2017

1) Spring 2016/Fall 2017  
Community Relations Office-Student Assistant  
- Business Engagement and Advertising Assistant  
- Number of hours: 10-15 hours /week  
- Start Date: January 19, 2016

About the Department  
The Department of Community Relations is responsible for planning, neighborhood and public relations for Lake Shore, Water Tower and Bull Valley campus. Housed within Campus and Community Planning, the Department of Community Relations serves as Loyola's connection between the University and the surrounding neighborhoods of Loyola's campuses. Community Relations supports and encourages the vitality and sustainability of our neighborhoods by building relationships with the City of Chicago, local schools, community policing, block clubs, chambers of commerce, neighborhood organizations and nonprofits.

Ramblin' Around Blog  
In addition to the printed Ramblin' Around Guide, a business directory produced by the Department of Community Relations to connect first-year and transfer students with the larger business community surrounding Loyola's Lake Shore and Water Tower Campuses, our office launched the Ramblin' Around Blog in 2014. The Blog provides updated information regarding students discounts/specials, events, etc. happening the local communities of Rogers Park and Edgewater. In addition, the blog presents an opportunity for local businesses to purchase ad-space and offer special student-oriented promotions. In effect, the blog is designed to support the local economy and encourage LUC students and staff to practice sustainable shopping and dining patterns.

Learning Goals  
- Develop ability to conduct community outreach  
- Gain skills related to event-planning and logistics  
- Gain project-management skills; ability to manage print and web publications  
- Gain awareness of economic development initiatives  
- Administrative office duties and tasks  
- Develop web-management, web-design skill-set  
- Develop digital editing skills (digital files for both print guide and blog)  
- Develop understanding of social media & advertisement interface  
- Become a Blog Expert!  
- Other duties as assigns

What we’re looking for:  
The ideal candidate will be an extremely effective communicator and display enthusiasm and confidence in-person, on the phone and via email while initiating dialog with new people of varying ages and backgrounds; possess ability to multi-task and prioritize with keen attention to detail; be a team player; be highly self-directed; possess ability to negotiate and problem-solve effectively. This candidate will
support Annual and Ad hoc events such as, but not limited to: Student Neighbor Meet & Greet, Polar Palooza, and other events that engage the extremely local community.

**Job Responsibilities:**

- Student Assistant will have primary responsibility of supporting event-planning and day-of logistics for such events, as well as support administrative tasks in office, including:
  - Answering office phone calls, greeting office guests, taking phone messages, and generally support organization of office.
- Student will also work on managing sales, outreach, and updates for **Ramblin’ Around Blog**
- Student will solicit advertising from local business to fund the cost of publication
- Coordinate, organize, and integrate data from multiple sources related to **Student Business Engagement Project**
- Support promotion of **Student Business Engagement Project** campaigns such as:
  - VOTE! Facebook Campaign designed to elicit feedback from students and neighbors as to what businesses they would like to come into the neighborhood.
- Update New Ramblin’ Around Blog with events, digital advertisements, and photos
- Create calendar for digital advertisements

**Job Function:**
Administrative/Support Services, Event Planning, Sales, Web Development/Design, Advertising, BUS - Marketing, Digital/Social Media, Economic/Community Development,

**Qualifications:**
Skills Required:
- Strong ability to edit for web or print
- Basic knowledge and proficiency in Adobe Creative Suite
- Basic knowledge MS Publisher
- Basic knowledge with print, layout, and design
- Ability to understand Loyola’s web publishing software
- Exceptional time-management skills
- Exceptional customer service skills
- Ability to develop relationships with local business owners