The Student Marketing Assistant (SMA) is an integral member of the Department of Residence Life, responsible for helping to facilitate a welcoming, caring, healthy and safe environment, promoting community rooted in the Jesuit tradition of Loyola University Chicago. The SMA works with the Housing Assignments Team to market living on campus through social media and other marketing efforts. This student will post content on social media accounts as a representative of the Department of Residence Life with the goal of best representing the department. The Student Marketing Assistant is a student employee and reports directly to the Housing Assignments Coordinators.

Minimum Qualifications

The SMA:
- May not hold another FWS funded position during their employment in the SMA position without prior written approval from the Housing Assignment Coordinator.
- Must have a 2.5 cumulative GPA at the time of application and maintain a 2.5 cumulative and semester GPA for the duration of their employment.
- Must be full-time registered students (undergraduates must enroll in no more than 21 and no less than 12 credit hours per semester; graduates must enroll in 9 credit hours per semester).
- Must be and remain in good standing with the Department and University, including no significant or recent student conduct history.
- Are not required to have Federal Work Study, but candidates with this funding eligibility are preferred.

General Expectations

The SMA:
- Serves as a resource for residents, families and other campus community members and should be familiar with the services and opportunities provided by Residence Life, the Division of Student Development, and other university departments and offices.
- Will be knowledgeable of and able to communicate departmental procedures and policies to residents.
- Is expected to support the vision, mission, values, philosophies, and goals of the department.
- Will be proficient in communicating through electronic medium including but not limited to social media platforms (Facebook, Instagram, Twitter), e-mail, and visual media.
- Will be expected to arrive on time for all scheduled shifts and communicate any necessary absences in a timely manner.

Role Modeling and Leadership Expectations

The SMA:
- Is responsible for abiding by and upholding all residence hall and university policies.
- Will serve as a positive role model for all students. This includes but is not limited to modeling appropriate and mature behavior on and off campus as well as via digital and social media.
- Will fulfill all expectations as described and provided in training sessions, the Student Staff Manual, and through direct supervision.

Administrative Responsibilities

The SMA will:
- Design and produce publicity content for many of Residence Life’s processes including but not limited to, Housing Selection, UPCATs, housing applications, and RA Selection.
- Get all content and social media posts approved by the AD of Assignments, Marketing, and Communication.
- Complete special projects as assigned by Residence Life staff.
**Customer Service Responsibilities**

The SMA will:

- Maintain a positive attitude that is welcoming to residents/guests and supportive of the University and the department.
- Promote a sense of security within the residence halls through addressing student behaviors, reporting concerns, and responding to any emergency concerns.
- Uphold and maintain confidentiality with sensitive student information.
- Maintain a high level of professionalism in communication with residents, staff and guests.
- Be aware of and promote Residence Life and campus programming to residential students.

**Time Commitment**

The SMA will:

- Be scheduled for 10 hours per week during the academic year. These hours will be while the main office is open M-F 8:30am-5:00pm.
- Attend and actively participate in any mandatory staff meetings and training sessions as scheduled.
- Request and obtain approval from a supervisor prior to any shift changes or absences.

**Compensation**

The SMA will:

- Be compensated with $13.00 per hour for each hour worked, paid bi-weekly via direct deposit.
- Be responsible for accurately reporting and approving their hours using the Kronos swipe/timecard system by the deadlines established by supervisors and university payroll.
- Be responsible for verifying and providing proof of FWS funding status at the start of employment as well as maintaining record of remaining funds throughout the academic year.
- Maintain Federal Work Study (FWS) funding for the duration of their employment. In the event that the DR depletes their FWS funding or their eligibility changes while employed in the position, decisions regarding continued employment will be made on a case-by-case basis.