



Student Worker Job Description Marketing and Recruitment Assistant

The University of Arizona's Center for English as a Second Language (CESL) is looking for a UA Student to assist its marketing department in promoting all programs and responding/maintaining leads generated by marketing campaigns. An essential function is to correspond to prospects via phone, text, and email and to maintain prospect databases. In addition, the candidate will assist the marketing coordinator to research potential markets and to find potential leads. Candidate must be enrolled as a student at the University of Arizona.

Hours: up to 15 hours a week.

Position Responsibilities

- Check and respond to emails from prospective leads
- Check and respond to voicemails generated by radio campaigns
- Sort, screen and reroute emails to the appropriate CESL or UA unit
- Assist to create, launch, and monitor individualized email marketing campaigns
- Assist in analyzing projects' return on investment (ROI)
- Work on building and maintaining marketing databases and list serves used to blast communications with different groups including prospects, non-enrolled applicants, agents, and alumni
- Assist Marketing Coordinator with market research to find potential leads
- Work with Google Voice to call and text leads generated from multiple campaigns and to stay in touch with them to provide accurate guidance and information
- Assist Marketing Coordinator with efforts to brand CESL with UA
- Create and mail marketing/promotional packets
- Gather UA marketing pieces from other departments
- Mail VIP or marketing pieces via FEDEX or other services
- Assist Marketing Coordinator with Drupal website development
- If needed, assist the Activities Student Workers in promoting their events
- On-campus flyer posting
- Take pictures and video for presentation and video production following privacy guidelines and storing media in the appropriate folders
- Work with excel documents: import, export, type sheets to help database buildup
- Communicate with applicants with incomplete applications
- Check CESL inboxes and screen for emails from prospective students/leads
- Perform other duties as specified by the CESL administration or the Marketing and Recruitment Coordinator

The successful applicant will demonstrate the following minimum qualities:

- Highly proficient in speaking and writing in English and Spanish
- Friendly, outgoing and interested in interacting with international students, CESL staff, and other UA units in different ways such as in person, online, and phone
- An interest in and respect for the unique multicultural environment in CESL
- Knowledge of Microsoft Office, online applications, Google Products and the ability to learn new software packages quickly
- Willingness to work with different mediums such as Skype and Google Products to respond to leads
- The ability to communicate information effectively, accurately, and concisely
- The ability to work independently given departmental policies and guidelines
- The ability to be creative in discovering new methods to achieve efficiency and productivity
- Integrity, punctuality, accuracy and dependability
- Ability to work in cooperation with other CESL student workers and staff
- Willingness to participate in some CESL Activities to gather media for video production
- Availability for approximately 10-15 hours of work per week, between 12:00 pm and 5:00 pm M-F. This schedule includes university class breaks but with more flexibility in winter and summer periods.
- Availability would require the student to be available 1-2 weeks prior to the start of UA semesters and spring break

Preferred qualifications:

- Sales experience
- Design work: Adobe products
- Website development
- Video and media production experience
- History of successfully completed coursework in marketing and/or graphic design

Application process:

Download and complete the CESL Student Worker Application found at www.cesl.arizona.edu/employment and email to Luis Castillo, lcastill@email.arizona.edu or fax to 520-621-9180.