

**Marketing Specialist, Erlen Group
(Graduate Assistant)**

Position Summary:

This GA appointment will be for May 28, 2024, to May 9, 2025, with a stipend of \$16,052.

Description

The Erlen Group is seeking a dynamic and creative Marketing Specialist Graduate Assistant to join our team. This role is crucial for managing and enhancing our branding strategy, online presence, and engaging with our audience across various platforms. The Marketing Specialist will also contribute significantly to internal marketing projects, including initiatives aimed at recruiting and retention. This position offers the unique opportunity to shape the way our brand is perceived and interacted with, both internally and externally.

Position Responsibilities:

- Develop and execute social media marketing strategies to increase brand awareness and engagement.
- Evaluate effectiveness of brand strategy for each division.
- Create and curate engaging content for various social media channels (Twitter, LinkedIn, Facebook, Instagram, etc.).
- Monitor social media trends, analyze performance metrics, and adjust strategies accordingly.
- Collaborate with Recruiting and Human Resources to expand job postings and presence on social media.
- Assist in the planning and implementation of marketing campaigns across digital and print media.
- Collaborate with the division leaders to revisit logo, physical, print, and online presence to optimize external and internal marketing.
- Support in the creation of marketing materials such as blog posts, newsletters, and presentations.
- Inventory marketing assets and work to fill gaps.
- Engage with the online community, respond to inquiries, and foster meaningful interactions.
- Support in maintaining the company's website content and ensuring its relevance and accuracy.
- Stay updated with industry trends and incorporate best practices into marketing efforts.

Education and/or Experience

- Acceptance into a graduate program at Missouri State University
- Bachelor's degree in Marketing, Communications, Business, or related field
- Previous internship or experience in social media marketing is desired

Skills and Proficiencies

- Ability to endure long periods of standing, sitting, being outdoors, and working at a computer.
- Reliable transportation to 3253 E Chestnut Expressway
- Ability to lift up to 15 pounds as needed.
- Strong understanding of social media platforms and their respective audiences.
- Excellent written and verbal communication skills.
- Creative mindset with the ability to generate engaging content.
- Familiarity with analytics tools to track and analyze performance metrics.

- Ability to work collaboratively in a team environment.
- Strong organizational skills and attention to detail.

How to Apply:

Interested candidates should submit their application, including the items listed below. Applications without both required elements will not be considered.

1. Resume
2. Cover letter addressing how you specifically meet the position responsibilities, educational requirements, and skills/proficiencies.

Submit this application and the above required documents Dr. Jerry Masterson, Director of Graduate Interdisciplinary Programs (JerryMasterson@MissouriState.edu).

Name	
Date	
Current Address	
City/State/Zip	
Phone Number	
Email Address	
M-Number	
Permanent Address	
City/State/Zip	
Graduate Degree Program	

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