



The UMKC College of Arts and Sciences is seeking an involved and committed student to become a CAS Marketing Ambassador. This is a scholarship position with a value of up to \$2,500 for the academic year (two semesters – up to \$1,250 per semester).

The CAS Marketing Ambassador will work closely with the College of Arts and Sciences Marketing Specialist to promote and represent the College to prospective students and the wider Kansas City community.

RESPONSIBILITIES

- Assist in maintaining the College's social media accounts, including collecting and maintaining the data analytics of posts and ads
- Build the College's weekly student newsletter and biweekly faculty/staff newsletter
- Provide support in planning, writing and editing marketing copy for various web-based and print projects
- Monitor the College's websites to ensure accuracy and brand consistency

REQUIREMENTS

- Full-time UMKC student carrying a primary degree in the College of Arts and Sciences
- Cumulative minimum GPA of 2.75
- Ability to commit to one full academic year (the remainder of Fall 2017 and Spring 2018)
- Must be able to work 10-15 hours a week (days/times negotiable)
- Excellent written communication skills
- Openness to constructive criticism
- Organized and able to manage time well
- Curious and proactive attitude

PREFERRED QUALIFICATIONS

- Graphic design experience
- Working knowledge of Adobe Creative Suite
- Social media marketing experience

All interested applicants should contact Marion During in the CAS Marketing Office at duringm@umkc.edu for an application.