

HELP WANTED

LaunchGSU

LaunchGSU is 3000 sq. feet of work, meeting, and event space for Panthers who thrive in a culture of Can-Do. Modeled after the most successful university incubators, LaunchGSU is open to any enrolled undergraduate or graduate student with a startup idea – from food trucks to online shops and franchising to consumer apps.

Position Title: Marketing Coordinator- Student Assistant

Overview of Student Responsibilities:

- Provide day to day support to the department manager
- Serve as point of contact for members needs
- Coordinate, set up and support Launch events as well as functions being hosted at Launch
- Serve as copywriter for social media and website/blog posts
- Curate social media content relevant to LaunchGSU's brand and mission
- Use Hootsuite to schedule regular social media posts
- Post to various social media channels (real-time) during LaunchGSU events/activities
- Maintain an organized digital social media calendar to ensure coordination efforts
- Serve as journalist by reporting on events, conducting interviews, gathering facts and telling stories
- Attend campus and community meetings and events as assigned
- Maintain Visix Marketing System
- Monitor the Launch department e-mail account
- Assist with management of Launch membership and volunteer program
- Develop an area of expertise in the entrepreneurial ecosystem
- Other projects as assigned

Knowledge, Skills and Experience:

- Excellent written communication skills required
- Extensive knowledge of social media platforms and usage
- Knowledge of Hootsuite a plus (can be trained if not proficient)
- Interest in working in entrepreneurial environment.
- General knowledge of entrepreneurship, social media, journalism, and marketing
- Graphic design skills are a plus including Photoshop and InDesign
- Advanced MS Office experience
- Previous customer service experience
- Must be able to work in a fast-paced work environment and able to effectively multi-task.
- Small business and/or start up experience preferred
- Skill in decision-making and problem solving.
- The preference is for applicants to commit to working a full year with Launch upon hiring

Please send **cover letter**, **resume** and a **writing sample** to ebracey@gsu.edu.

Applications will be accepted until the position is filled. Preference will be given to students graduating after May 2023.