

# Innovation & Entrepreneurship Institute (IEI)

## Student Marketing and Outreach Assistant

Department: Innovation & Entrepreneurship Institute  
Fox School of Business, Temple University

Supervisor: Lindsay Clark, Associate Director, Events & Operations  
Innovation and Entrepreneurship Institute

Erin McShea, Associate Director, Student Engagement  
Innovation and Entrepreneurship Institute

Schedule: 20 hours per week. Compensation based on previous experience

### POSITION DESCRIPTION

The Innovation and Entrepreneurship Institute (IEI) proactively promotes an entrepreneurial spirit throughout all 17 schools and colleges of Temple University. We emphasize integrated, applied, hands-on learning, bringing together students, entrepreneurs, mentors, alumni, faculty, staff, and business advisors from diverse backgrounds to work on real-time projects and new ventures.

The Student Marketing and Outreach Assistant will work with the Associate Director of Student Engagement to create and execute strategies marketing the IEI academic programs to students across campus. This position stems from the success of a similar position in the International Business program. Responsibilities for this position include but are not limited to: developing marketing content, creating marketing work plans, identifying opportunities for student outreach, effectively communicating with faculty to schedule class presentations, visiting classes to speak about IEI academic programs, and attending events to network with prospective students. This position will also be responsible for creating and maintaining macro-enabled spreadsheets to track marketing communications, analyzing engagement and enrollment data, and creating dashboard visualizations of current student engagement. The marketing and outreach assistant will also help oversee IEI ambassadors, including, but not limited to training, scheduling, and supervising presentations & other forms of outreach they conduct.

### Skills required:

- Understanding of entrepreneurship and innovation and/ or willingness to be educated
- Ability to manage multiple projects and meet deadlines in a fast-paced environment
- Creative thinking and natural problem-solving ability
- Comfortable communicating with faculty members and other high-level administrators
- Strong attention to detail
- Exceptional oral and written communication skills
- Effective public speaking skills
- Strong Proficiency in the Microsoft Suite (Including Excel & Access)
- Ability to create data visualizations in Tableau, Excel, or Power BI

Our Student Marketing and Outreach Assistant will enjoy a high-energy team environment and the ability to begin building a design portfolio as this position will work on a high volume of projects throughout the year.