



THE UNIVERSITY OF UTAH

## Housing & Residential Education

# Lead Outreach Housing Ambassador Job Description and Purpose

*The Lead Outreach Housing Ambassador's (OHA) primary responsibilities will be to support the Marketing & Communications Coordinator by serving as a team lead for marketing and prospective student recruitment efforts, including Housing tours, recruitment events, and marketing. The Lead OHA will be trained to assist in the review and creation of social media marketing, assessment strategy, website design, graphic design, and professional communication through various independent and team tasks. Additionally, the Lead OHAs will provide customer service within the Housing & Residential Education central office to prospective, new, and current residents and their families. This part-time position is ideal for a student seeking experience in marketing and communications.*

*Housing & Residential Education and the University of Utah value interactions among individuals with varying traditions, cultures, identities, expressions, orientation, religious beliefs, economic backgrounds, and racial/ethnic origins. We strongly encourage applications from candidates who will share and explore this value with the team and with the residents.*

### Qualifications

- Must be a current University of Utah student in good standing with the university and maintain that status throughout employment
- Ability to work effectively in a diverse office setting
- Ability to maintain student information under strict confidentiality
- Excellent communication and interpersonal skills
- Skills in speaking and writing concisely and logically
- Demonstrated skill to work effectively with students, parents, and university officials
- Comfortable and confident in public speaking

### Preferred Qualifications

- Experience living on campus at the University of Utah
- Studying marketing, communications, advertising, public relations, or related field
- Leadership experience
- Experience and interest in marketing and communication fields
- Customer service experience
- Experience with professional social media marketing and graphic design
- Preference may be given to applicants who are able to work Friday afternoons

### Work Schedule

- Housing Ambassador work schedule will be set by the supervisor, with hours not to exceed 15 per week
- Must be able to participate in after-hour (after 5 p.m.) and/or weekend recruitment events, such as tours and tabling events, as needed

## Compensation

- \$14.00 an hour

## Outreach

- Utilize good design principles and editorial style guide to assist the Marketing & Communications Coordinator with editing and approving OHA social media and blog posts
- Act as a liaison between HRE and other student groups on campus
- Collaborate with campus partners and promote the HRE brand
- Maintain and update inventory of marketing materials and resources, including but not limited to refreshing publications and advertising in HRE Facilities and Campus Departments
- Develop semesterly social media plan for HRE Facebook, Instagram, YouTube, and Twitter; assist in the creation of social media content; and track social media analytics
- Track inventory of promotional giveaway items
- Make text or design updates on HRE's content management system (website)
- Write weekly blog posts for HRE Living Room Blog

## Prospective Student Recruitment

- Give prospective students and their parent's tours of housing facilities
- Act as the main tour guide for VIP tour requests
- Represent HRE at recruitment events and provide housing information to interested students (some after hours events, and weekend events required)
- Additional recruitment or tabling events that may arise

## Customer Service

- Models the highest level of customer service and works to ensure customer satisfaction by analyzing complaints, concerns and suggestions for ways to improve student satisfaction
- Assists in the university housing move-in and move-out processes, break, and holiday closing
- Identifies opportunities to enhance the website with up to date information, and makes website edits when appropriate
- Acts as an information source to students about resources available within the university
- Possesses extensive knowledge of on-campus housing options

## Administrative

- Interviewing, training, and evaluating OHAs
- Assist Marketing & Communications Coordinator in creating OHA schedules
- Responds to general housing emails and phone calls, particularly those affiliated with outreach, marketing, or tours
- Assists in day-to-day administrative tasks and projects established by the supervisor

*Preference may be given to individuals able to begin working in as soon as possible. Please email [marketing@housing.utah.edu](mailto:marketing@housing.utah.edu).*