



Marketing & Outreach Assistant

Department/Organization Name: Vice Provost Office

Project Description:

Kutztown University's Office of Extended Learning is seeking a motivated student to assist in developing and implementing a targeted outreach campaign promoting Coursera certificate options to clients of the KU Small Business Development Center (SBDC).

Role & Qualifications

- Collaborate with the Director of Extended Learning and Graduate Assistant to design and execute an outreach campaign.
- Create engaging marketing content for email, social media, and print channels while maintaining brand consistency.
- Write, edit, and format promotional materials with strong attention to detail.
- Research and recommend effective marketing strategies to reach small business audiences.
- Track engagement and evaluate campaign effectiveness.
- Strong written and verbal communication skills; experience or coursework in marketing, communication, business, or digital media preferred.
- Familiarity with social media platforms and email marketing tools; ability to work independently and meet short deadlines.
- Creative thinker with a proactive approach to problem-solving.

Desired Majors: JR; Marketing

Approximate Length: Winter Break, Spring, 20-40hrs

Format: In Person/On-Site

Payment: \$250 upon completion of the micro-internship



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Apply At: Melissa Lincoln - Executive Assistant; Email: lincoln@kutztown.edu