Marketing & Advertising Job Description
We are seeking an innovative student who is willing to think outside the box with marketing and advertisement. The student(s) responsible for marketing and advertisement will assist the professional staff with developing a marketing plan to increase the visibility of the CMA and market its programs, services and trainings. This includes but is not limited to designing graphic flyers, contacting university affiliates for advertisement space, strategizing best methods to disperse information, write press releases, conduct research on how companies market and brand themselves and assist in the selection of promotional materials. This position requires administrative experience and strong written and interpersonal communication skills. Experience with Adobe Suite (Illustrator, InDesign, etc), Powerpoint, Excel, and Pages is highly preferred.

This is an 8-10 hour per week position and work-study is preferred.

Persons interested in this position should send an email to tyrone.jean@duke.edu and request an application. Hard copies of the application are also available in the Center for Multicultural Affairs, 0010 Bryan Center.

Those hired for Fall and Spring semesters will be expected to attend a CMA staff retreat at the beginning of each semester as well as weekly staff meetings.

Social Media Coordinator Job Description
The Center for Multicultural Affairs (CMA) is looking for a social media FACE to maintain the organization’s social media presence. This is a paid position and the expectation is to work 8-10 hours per week.

FACEs (Facilitators Advocating for Change & Equity) are:
- Passionate about understanding of the role race, ethnicity, gender, sexuality, and socioeconomic status in society and on Duke’s campus and other identities;
- Creative, innovative, and committed to fostering a more inclusive campus community;
- Welcoming and engaging to visitors of the CMA; and,
- Excited to be a part of a dynamic team of facilitators

Responsibilities
- Develop innovative and creative media content across various social media platforms
- Report to CMA professional staff and collaborate with our graphic design FACE to ensure a cohesive social media identity for the Center
- Propose creative strategies in collaboration with CMA professional staff and FACEs
• Create and maintain relevant social media accounts (Twitter, Facebook, Instagram etc.)
• Setup daily tasks and activity for all social media outlets
• Keep track of social media trends and competition
• Deliver monthly reports with statistics and results for each account

Qualifications
• Understanding of the concept behind the CMA’s visual identity
• Able to make creative suggestions in the interest of the organization
• Excellent written communication skills with emphasis on proofreading and grammar excellence
• Punctual, prepared, reliable
• Demonstrated experience with social media outlets
• Passion for the CMA’s mission and understanding of our vision

This is an 8-10 hour per week position and work-study is preferred.

Persons interested in this position should send an email to tyrone.jean@duke.edu and request an application. Hard copies of the application are also available in the Center for Multicultural Affairs, 0010 Bryan Center.

Graduate Assistant Job Description
The Center for Multicultural Affairs seeks one graduate assistant for the academic year 2016-17 to assist with providing a variety of support services and programs to Native American/American Indian/Indigenous/Alaska Native/Native Hawaiian communities;

General Responsibilities
Assist in enhancing general awareness re: the Native American/American Indian/Indigenous/Alaska Native/Native Hawaiian communities; and other duties as assigned.

Outreach
• Support outreach to the Native American/American Indian/Indigenous/Alaska Native/Native Hawaiian communities (undergraduate and graduate)
• Work with undergraduate admissions and first year students specifically in aiding the integration of Native American students into the larger community.

Programming
• Research topics re: diversity, multicultural education, and inclusion needed for signature programs, i.e., Unity Through Diversity, campus-wide dialogue on cultural identities/issues
• Assist with creating and promoting programming for undergraduate and graduate Native American/American Indian/Indigenous/Alaska Native/ Native Hawaiian communities
• Assist with planning and implementation of the annual PowWow as well as Native American
Heritage Month and additional programs as needed.

• Assist with CMA orientation signature programs, i.e, Multicultural Connections Luncheon, Open House, etc.

• Assist in the development and implementation of assessment tools for new and existing programs.

Qualifications

• Full-time graduate student enrolled in a graduate studies program at Duke University

• General knowledge of diverse cultures and histories and issues

• Has significant understanding of and promotes critical thinking around Native American tribal identities, experiences, and culture through a multicultural lens historically and contemporarily

• Experience with Native American/American Indian/Indigenous/Alaska Native/Native Hawaiian communities and its nuances

• Demonstrate cultural sensitivity re: various cultural communities

• Ability to demonstrate initiative and resourcefulness in planning events

• Receptive to critical feedback

• Possess outgoing enthusiastic personality and demonstrate a strong interest in programming/event planning;

• Must possess excellent writing skills, interpersonal communication skills, be highly organized, attuned to detail, capable of multi-tasking, and able to work very independently and on a team.

• Experience with Microsoft Word, Excel, Powerpoint, Publisher, and Adobe, social media platforms (Facebook, Twitter, Instagram)

Persons interested in this position should send an email jnai.adams@duke.edu and request an application. Hard copies of the application are also available in the Center for Multicultural Affairs, 0010 Bryan Center.