



Marketing and Campus Outreach Fellow

General Fellowship Requirements

- Ability to commit to 10-15 hours per week during the Fall, Winter, and Spring Terms
- Flexible schedule to include evenings and weekends
- Must be a sophomore, junior, or senior Dartmouth student
- Demonstrated commitment to diversity and inclusion and serving the needs of a diverse population.

The Marketing & Campus Outreach Fellow helps drive a vigorous, multi-prong marketing strategy— developing and distributing impactful materials, growing connections across campus, and working to amplify word-of-mouth engagement. This includes: developing and managing the distribution of posters and print materials around campus, coordinating tabling and on-the-ground marketing at Hop events, and brainstorming new marketing opportunities for specific events and Hop initiatives. Under the direction of the Senior Marketing Manager, the Fellow will learn about multi-channel marketing tactics, production schedules, budgeting and assessment of return-on-investment. The Fellow works hand-in-hand with the Social Media and Video Fellows, and also partners with other Hop Fellows to develop surveys that analyze and assess our student engagement work across the institution.

Position Specific Requirements:

- Comfortable contributing ideas and participating in group brainstorming sessions - Interest in engaging and chatting with students about the arts
- Excellent written and oral communication skills
- Ability to work as part of a professional marketing team in a fast paced, results-driven environment.