

# Eastern University Dining Services

## Job Description: Marketing Assistant/Student Promotion Coordinator

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**Employment Period:** One year

**Start Date:** Immediately

**Hours:** 10- 20 hours a week.

**Incentive:** Great starting pay (\$9.35, without previous Sodexo experience. Possibly higher with Sodexo experience). Gain exposure to the functions of marketing in a fast-paced environment. Enjoy the convenience of working right on campus. Enjoy free meals while working on campus

**Note:** This is a task-oriented student management position, not a food handling position. It requires professional dress. Schedule will vary depending on the weekly special event schedule.

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### General Position Overview:

The Marketing Assistant is responsible for assisting in the implementation of a semester marketing plan concentrating on the following objectives:

- Conducting market research and analysis
  - Competitive analysis
  - Customer satisfaction surveys (each semester)
  - Any additional consumer surveys
  - Acts as a face of Dining Services. Being a liaison between customers and management, relaying information regarding services and opportunities to the appropriate members of the management team.
  - Dining hall/ retail dining promotion planning and tracking
  - Special events series that need to occur on a set schedule
    - Promotion Series Calendar
    - Theme Events (Celebrate Series.)
    - Holiday Events (St. Patrick's Day, Valentines Day, etc.)
    - Retail- Traffic Builders
    - Faculty/ Staff Promotions (Cinch, Eagle's Nest brochures)
  - Project tracking and analysis
  - Website updates.
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### Specialty Fields:

#### Market Research & Strategic Sales

Researching and gathering information in regards to:

- Dining Services
- Competition
- Competitive shopping
- Assist in staffing and tabling for residential events
- Tracks success/failure of advertising campaigns.

#### Student Promotion Coordinator

- Plans, creates, and executes all Dining Commons events with help of Dining Commons supervisor.
- Guides the implementation of the resulting promotional campaign
- Orders supplies and giveaways for all residential events
- Maintaining a balanced marketing budget for each event
- Interacts with clientele and students
- Takes photographs during event for event follow ups

#### Graphic Design & Web Maintenance

- Maintaining and updating the Eastern University Dining Services website
- Creates professional supplemental marketing materials as needed for events, following brand standards.
- Assists in production of client newsletter.

- Must be proficient in: **Microsoft Publisher, Adobe Contribute**
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## **Qualifications:**

### **Initiative**

- Sees what needs to be done. Looks for opportunities to improve, consistently follows through to completion of tasks and assignments.

### **Standards of Performance**

- Sets high standards and goals for self and campus dining.

### **Interpersonal & Communication Skills**

- Works well with management team & supervisors to accomplish marketing goals and enthusiastic communication of ideas, goals, and skills.
- Writing skills should be at a collegiate level.
- Able to communicate across scheduling boundaries.

### **Responsibility**

- Accepts work experiences (failures and successes) as times to grow and learn; is accountable for performances and employees; consistent follow through with constructive comments to employees, managers, and peers.

### **Strong Organization**

- Pays attention to detail when working; organizes work into designated folder upon completion.
- Able to prioritize time to accomplish multiple tasks simultaneously. This is a task-oriented position.

### **Pride/Integrity**

- Cares about quality of work; honest to staff and manager; demonstrates care and concern for employees; operates effectively and fairly; shows respect for self, employees, manager, peers, customers, etc.

### **Technological Savvy**

- Contains basic knowledge of the following programs: Microsoft Office Professional (Word, Excel, PowerPoint, and Publisher), and Adobe Contribute.
  - Using e-mail for business communications.
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## **Organization Profiles**

### **Eastern University Dining Services**

Eastern University Dining Services is committed to providing fresh, delicious and nutritious meals that reflect current culinary trends and cuisine from around the world. We recognize our consumers are demanding healthier choices with fresher, higher quality ingredients. Eastern University Dining Services is committed to constantly improving our offerings and services. Eastern University Dining Services is proudly managed by Sodexo.

### **Sodexo, Inc.**

Sodexo, Inc. is the leading provider of integrated food and facilities management services in the U.S., Canada, and Mexico. We set out each morning to treat every person we encounter with the highest level of respect and service. And when you put that effort, expertise, and enthusiasm together, it adds up to "a better day" for our clients, their customers, and our people.

### **The numbers behind a better day.**

- 6,000 clients served in the U.S., Canada, and Mexico
- 10 million customers served every day
- 700 facilities management sites
- 9.3 million meals served every day
- 120,000 employees in North America
- 7.3 billion (USD) in annual revenue (Fiscal Year 2007)

### **Rankings and awards.**

- #1 ranked company 2007 Global Outsourcing 100 (services category)
- #4 ranked overall among Global Outsourcing companies
- Top 50 Companies for Diversity (#12) – Diversity Inc
- 50 Best Companies for Latinas to Work for in the U.S., 2007 - LATINA Style magazine
- Top Companies for African Americans (#9), 2007 – Diversity Inc
- Top 20 Best Corporations for Asian Pacific Americans, 2006 - Asian Enterprise magazine