CITRIS Communications & Marketing Assistants
Fall 2021 to Spring 2022

Build your skills and make a positive impact!

At the [Center for Information Technology Research in the Interest of Society and the Banatao Institute (CITRIS)](#), we help faculty and students develop new technologies that benefit society with a special focus on healthcare, robotics, environment, policy, and inclusive programming through our [EDGE in Tech](#) initiative. Our invention and entrepreneurship ecosystem includes the CITRIS [Invention Lab](#) maker space, the CITRIS [Foundry](#) startup incubator, and the CITRIS [Tech for Social Good](#) program, among other programs and labs across the UC Berkeley, UC Davis, UC Merced, and UC Santa Cruz campuses. To learn more, visit https://citris-uc.org.

We're seeking motivated students to join our team to play an essential role in supporting our cutting-edge programs and sharing our success stories.

Benefits

- Grow your portfolio
- Gain experience in a multi-campus, multidisciplinary research institute environment
- Make a positive impact by supporting research that benefits society
- Contribute to brainstorming sessions and pitch ideas
- Flexible schedule with opportunity for remote work

You'll have the opportunity to work across departments at CITRIS and build skills across digital communications, event management, social media strategy, analytics, data management, news writing, multimedia production, graphic design, marketing campaign support, relationship management, and much more. You'll participate in team ideation sessions, gain exposure to cross-departmental projects, and make an impact that supports important research and student success.

Responsibilities

Duties include but are not limited to:

- **Content Creation:** Draft and curate engaging content to highlight our news and programs. Interviews and develops media about researchers, faculty, students, startups, industry partners, and their respective projects

- **Graphic Design:** Produce visual assets for websites, events, email campaigns, print collateral, events, and slide presentations, including logos, infographics, data visualization, and branding templates

- **Social Media Marketing:** Help develop and execute social media strategy to grow audiences on Twitter, Facebook, Instagram, and LinkedIn, and grow a presence on Medium. Uses social media analytics to hone campaigns for efficacy; set up metrics for each channel, monitor, and keep team latest social media trends and innovations.

- **Email Marketing and list management:** Produce email campaigns and surveys via MailChimp, audit mailing lists, and provide metrics reporting on campaigns

- **Relationship Management**: Finds creative ways to engage our audiences—spark conversations and develop relationships with campus and industry partners.

- **Web & Analytics:** Maintains social media and web metrics; spearhead reporting via Google Analytics. Monitors trends and areas for growth on our communications channels.

- **Multimedia**: Supports Multimedia Manager with visual storytelling projects to capture the essence of the CITRIS programs through photography and videography

- **Event Marketing and Logistical Support:** Assists at CITRIS events as needed (e.g., emails, registration, collateral, signage, during-event social media posting, etc.)

Required Qualifications

- Currently enrolled in a BA, BS, or Masters program at UC Berkeley available throughout the academic year (August-May), with a minimum enrollment expected at UC Berkeley through Spring 2022

- Independent worker with the ability to manage multiple projects

- Skill with the Google Apps suite (ex: Docs, Sheets, Slides, Forms, etc.)

- Experience writing or editing content for web, print, and social media

- Strong analytical ability: Delves into analytics to improve processes; willingness to learn and research solutions independently and meet deadlines

- Excellent self-starter with strong task management and problem-solving skills

- Strong communication skills & ability to appropriately represent CITRIS when coordinating with staff, students, and faculty

- Experience using social media dashboard and tracking tools (ex: Sprout Social) to promote news, events, or programs for an organization

- Intermediate skill with Adobe Creative Suite or Canva

- Interest in new marketing and audience engagement tools and trends

- Interest in trends and best practices for online communications

Preferred Qualifications

- Experience with event registration platforms

- Experience with Zoom meetings and Zoom Webinar

- Experience with design and UX principles and practices is a plus

- Skill with editing and troubleshooting basic HTML and CSS is a plus

- Experience with basic search engine optimization (SEO) is a plus

- Experience with Airtable is a plus

- Experience managing one or more social media accounts for an organization is a plus

Start date, Hours, & Location

Start Date: Fall 2021 (End date: Spring 2022)

Schedule: 10-15 hours per week, available throughout the academic year (August-May)

- Potential to start Summer 2021 for a minimum of 20 hours a week

Location: Sutardja Dai Hall, UC Berkeley campus

- Will observe COVID-19 remote work plans as instructed by the campus

Compensation

$18-$19 per hour. Work-study is a plus but not required.

To apply

Apply now: https://citris-uc.org/application-citris-student-assistant-positions/

We're looking for 2-3 student assistants. Positions will remain open until filled.

Questions may be directed to Cheryl Martinez, Director of Communications at cherylmartinez@berkeley.edu