

SAGINAW VALLEY STATE UNIVERSITY
Solutions Specialist ~ Marketing/Management Student
JOB DESCRIPTION

JOB TITLE: Student Designer – independent study course– cardinal solutions

JOB SUMMARY: Manage the production of marketing material for a small business or charity.

This student will work with seven other students, two from the following disciplines: business/marketing, computer science, graphic design, and technical writing as well as four faculty members advising the students specific to each department.

ESSENTIAL DUTIES & RESPONSIBILITIES:

- Communicate well with business/charity client
- Research client's market, and their product/services
- Propose successful communication strategy
- Maintaining communication to ensure client's needs are fulfilled
- Ability to present professionally to client
- Proficient in Windows PC
- Proficient in MS Word and Excel
- A working knowledge of MS Access and Google Analytics a definite plus
- Manage marketing development in the following areas:
 - Advertising
 - Website
 - Tagline
 - Catalog
 - Basic brand identity
- Above-average written communication skills and attention to detail
- The ability to work in a fast-paced environment

MINIMUM QUALIFICATIONS:

- Requisites: MGT 321 - Organization & Administration, MKT 331 - Marketing Principles (Previous, Required, or instructor's permission)
- GPA of 3.4 or higher
- Enrolled in SVSU classes as a degree seeking student (excludes guest students)
 - Fall and Winter: at least 6 credit hours each semester
 - Spring / Summer: at least 6 credits total or be pre-registered for at least 6 credits for the upcoming Fall semester

SUPERVISION RECEIVED: Departmental faculty advisor

SUPERVISION EXERCISED: This student position reports to the faculty and other students involved in Cardinal Solutions.

WORKING CONDITIONS:

- Regular classroom meetings
- Work may be performed either on or off campus
- Computer Lab with needed software is provided

The above reflects the general details considered necessary to describe the essential functions of the job, and shall not be

construed as an exhaustive statement of duties, responsibilities, or requirements that may be inherent in the job. It is not intended to limit or in any way modify the right of any supervisor to assign, direct, and control the work of employees under his/her supervision. The use of a particular expression or illustration describing duties shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.