



JOB DESCRIPTION

Marketing Associate

POSITION TYPE: Part Time

WORK LOCATION: Central Michigan University Research Corporation, 2625 Denison Drive, Mount Pleasant, Michigan 48858

POSITION SUMMARY:

The Marketing Associate must be an energetic self-starter who understands a company's brand, can develop a variety of logos, marketing materials, signage, and quickly move projects upon appropriate approvals. The candidate must be resourceful and able to develop a well-defined time management process in order to progress the vision of assigned companies.

Responsibilities include:

- Logo development
- Assist in updating CMURC website, program documents, presentations
- Determine marketing issues and recommend solutions
- Assist in CMURC community events, facility décor, and interactive marketing assets
- Brainstorm and develop ideas and strategies for assigned companies

POSITION REQUIREMENTS:

- Education in marketing, graphic design, or business, with experience relating to marketing and design
- Student in good standing progressing towards degree

DEMONSTRATED SKILLS/KNOWLEDGE:

- Strong communication skills, both verbal and written
- Ability to work as part of a team
- Able to work independently but within strategic framework
- Good business acumen
- Willing to learn and ask questions
- Can handle many projects/assignments at the same time
- Strong organizational skills
- Project management skills
- Can handle many projects/assignments at the same time

OTHER REQUIREMENTS:

- Must be efficient at utilizing computer-based tools (PC, I-room, Excel) to accomplish tasks and communicate with others.
- Light travel
- Efficient at email and cell communication

The above is intended to describe the general content of and requirements of the performance of this position. It is not to be construed as an exhaustive statement of duties, responsibilities or requirements.

CENTRAL MICHIGAN UNIVERSITY RESEARCH CORPORATION (CMURC)

CMURC is a not-for profit organization designed to provide CMU faculty members and students with applied research opportunities and be the single point of contact for industry and other external organizations interested in leveraging the intellectual and physical assets located within Central Michigan University.

Located on South side of CMU's campus in the SmartZone District, CMURC is a leader in advancing economic development in the region by leveraging the resources of Central Michigan University, the Mt. Pleasant SmartZone and its local, regional and State-wide partners to accelerate the success of entrepreneurs, thereby growing businesses and jobs. Learn more about CMURC at www.cmurc.com.

The Central Michigan University Research Corporation is an equal opportunity employer and is committed to equal opportunity without regard to race, religion, color, sex, age, national origin, citizenship, disability or any other basis of discrimination prohibited by applicable local, state or federal law.

In addition to compliance with federal EEO statutes, the Central Michigan University Research Corporation complies with applicable state and local laws governing nondiscrimination. This policy applies to all terms and conditions of employment, including but not limited to the following:

- Recruitment, hiring, placement, transfer, promotion, and demotion;
- Training, development, and educational assistance;
- Compensation and benefits;
- Educational, social, and recreational programs;
- Discipline;
- Termination of employment.

Employment decisions, subject to the legitimate business requirements of the Central Michigan University Research Corporation, are based solely on the individual's qualifications, merit, behavior and performance.

To apply for this position, send a cover letter and resume to Human Resources at cmurc@cmich.edu, or 2625 Denison Drive, Mt. Pleasant, MI 48858.