

Job Title: Compass Marketing Associate

Reports to: Compass Marketing Executive Director, Director of Distributions

Job Purpose:

Compass Marketing is one of ten student-run businesses operated by Penn Student Agencies. The Associate is hired as general staff and trained in all different basic functions of the agency. Compass Marketing helps promote clients' products and services to the Penn community. Associates help strategize and implement new marketing tactics.

Our agency is constantly evolving, and Associates have the ability to shape its future. Potential projects can include client outreach, new service implementation, experiential marketing development, event planning, and internal agency operations. Associates also help distribute promotional materials such as posters and lawn signs around campus. We are looking for ambitious applicants who are interested in gaining meaningful entrepreneurial experience, while working in a tight-knit, collaborative community!

Duties & Responsibilities:

- Assist Compass Marketing in working with vendors that provide services which appeal to the student body in order to determine and/or implement best marketing strategies.
- Develop and implement new creative methods of advertising that meet the needs and interests of the Penn community and foster the growth of the agency's breadth of services and clientele.
- Coordinate and help moderate events to promote services such as staffing information tables, poster on campus, and handing out flyers¹ to inform the campus community about these services
- Communicate with Teaching Assistants, Department Heads, and other campus leaders as necessary to create new partnerships.
- Strengthen relationships with clients and facilitate conversation with new companies
- Assist Compass Marketing and clients in obtaining marketing insight from the Penn community through surveys, focus groups, or other means on campus.
- Available for other duties as assigned.
- Respond promptly, usually within 24 hours, to all correspondence from agency management.

Attendance Requirements:

- Weekly hour-long agency meetings (determined by employee availability)
- Occasional Compass Marketing events, including hosting focus groups or client info events
- Minimum 50% of PSA GBMs (2 of 4 per semester)

Preferred Experience & Skills:

- Strong interpersonal skills, an understanding of Penn student needs, and creative marketing skills are preferred
- Must be organized, responsible, enthusiastic, and responsive.
- Ideal candidate is determined, self-motivated, and willing to take initiative to advance the agency's mission.
- Ability to balance autonomous tasks and group collaboration.

¹ In-person services are dependent on campus operations

★ PSA employment for the Fall 2020 Semester will be on a temporary basis pending University operations and the state of the pandemic. Positions will be filled as needed. Offers may be further extended at the discretion of the Executive Director.



ASSOCIATE



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Acquired Skills:

- **Marketing Skills:** Associates will work with the rest of Compass Marketing to develop unique marketing strategies, while also gaining insight into other businesses' marketing strategies and tactics.
- **Interpersonal Skills:** Associates work with the rest of the Compass Marketing team and will assist in acquiring new clients and outreach to department heads.
- **Problem-Solving:** Associates will assist in developing and implementing creative new ways to market services and products for clients.
- **Entrepreneurial Skills:** Associates will gain experience in working in an entirely student run business, developing entrepreneurial skills as the Compass Marketing expands and grows.
- **Time Management:** gained through learning how to accomplish academic and work responsibilities in a timely and organized manner for the duration of your employment

Wage: \$8.25 per hour

Hours: 5-6 hours per week

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