

Marketing Manager

Position Description

About Barsema's Closet

Barsema's Closet is a non-profit organization that operates under Northern Illinois University. We provide NIU students with affordable business clothing that they need in order to help advance their professional development. Located in room 307 of Barsema Hall, the store provides easy access to the clothing that they can pick up on a set schedule set by the current team. Barsema's Closet operates on a donation based business plan. Donations include clothing, supplies, monetary, or time donations and frequently come from alumni and students but also come from faculty, staff, parents of students, and community members. We exist based on our mission: *To support students by providing them with affordable and easily accessible business clothing that they need to succeed through their professional development.*

Description of Position

The position of the marketing manager is to manage all of the social media accounts for Barsema's Closet. The image of Barsema's Closet on social media is crucial since that is where all our donors and customers learn more about our organization. The marketing manager must ensure that we maintain a positive reputation on social media and that the pages are easy and enjoyable to navigate. It is important to keep customers and donors engaged with the successes of Barsema's Closet.

Responsibilities

- Post regularly on social media accounts including Facebook, Instagram, Twitter, and LinkedIn
- Respond to all direct messages on social media accounts
- Create aesthetically pleasing marketing materials including flyers, posters, signs, and online postings
- Maintain a positive and personable image on all social media accounts
- Take pictures frequently of store happenings
- Develop outreach tactics to engage NIU faculty, students, alumni, business partners, and other donors
- May assist executive director in responding to email inquiries

Qualifications

- Preferred Major or Minor: Marketing
- Strong writing and communication skills
- Friendly and positive attitude
- Excellent team player

- Creative skills
- Knowledge of social media outlets and marketing software such as Canva
- Completed or currently enrolled in the business core courses

Time Commitment

This position will require an approximate time commitment of 7 hrs/week but shall not exceed 10 hrs/week.