

## Marketing Specialists/Content Creator 2025-2026



**Rocky Mountain Student Media (RMSMC) Marketing Specialists** work on day-to-day marketing activities for the organization, Rocky Mountain Student Media, and individual departments within Rocky Mountain Student Media (the Collegian, KCSU, CTV, College Avenue Magazine, Fifty03' Visuals, & Tree Stump Films) In addition, Marketing Specialists help with company and client branding efforts, plaza day events, fundraising and media promotions.

### Duties include but are not limited to:

- Coordinate and implement promotions for student media and departments within student media.
- Represent student media at plaza days, recruitment events, fundraising events, business networking and other promotional events.
- Create and implement marketing plans for new and existing student media programs and advertising clients.
- Assist the ad team with branding campaigns for local business clients.
- Assist with the distribution of fliers and promotional materials.
- Content Creation for social media to include video shooting and editing.
- Create unique marketing promotions to build greater engagement with audiences.

### Required skills:

- Strong analytical and project management skills.
- Confident and outgoing personality;
- Ability to organize, prioritize and schedule projects;
- Resourceful, versatile and capable of exploring new ideas;
- Ability to lead projects from concepts to completion.
- Creative and interested in the latest social media trends.

Ideal candidates will have completed at least one CSU marketing course.

### Details:

The Marketing Specialist will work an average of 5-6 hours per week for 30 weeks during the academic year. Starting pay is \$15.00/hour.

### How to apply:

Send your resume with a cover letter telling us how your skills are best suited for this exciting opportunity to: [Christa.Reed@colostate.edu](mailto:Christa.Reed@colostate.edu), Advertising Director at Rocky Mountain Student Media.

Applications will be accepted until the position is filled, but to ensure consideration, email your completed application packet **by 5pm on Friday, April 25, 2025.**

If the employee does not already have a Work Study Award, they will be expected to apply for Work Study for 2025-26. Work-Study Disclaimers: Colorado State University may conduct background checks on final candidates. Employee benefit information can be found on HR's Website at <https://hr.colostate.edu/current-employees/benefits/>

# Marketing Specialists/Content Creator 2025-2026

## About Rocky Mountain Student Media



Rocky Mountain Student Media Corp's Mission:

- Providing CSU students with hands-on, real-world training to develop the skills needed for successful post-college careers.
- Delivering news, entertainment, and engaging content to the CSU and Fort Collins communities.

For a full EOE and DEI statement (and for other corporate info) visit: <https://rmsmc.com/documents/>