Job Posting

**THE DIAMONDBACK**

**Marketing Specialist**

The Diamondback Marketing Specialist is a multitalented individual who will play an essential role across Diamondback business operations. The primary goal is to increase awareness of the Diamondback among its target audience and to increase student participation in Diamondback sponsored events during the school year. This position will work in close collaboration with our Marketing Manager, Sales, Business and News.

The work environment is fun, fast-paced and driven. Marketing Specialist duties may include the following:

* Collaborate closely with Marketing and Sales to develop appropriate strategies
* Implement promotional initiatives for Diamondback events and special projects
* Guerilla marketing campaigns
* Other duties as assigned

Given the breadth of the responsibility for this position the DBK Marketing Specialist must be creative, decisive and analytical. Good communication and leadership skills will be equally important, as is familiarity with ongoing and developing trends in marketing, social media, technology and consumer behavior.

**Qualifications:**

* Strong collaboration, written and oral communication skills.
* The ability to work with a variety of people and situations as part of a team
* An understanding of university departments, administration staff and student body.
* The ability to understand and clearly articulate the DBK mission
* Solid understanding of social media strategy

**Experience and Education:** Previous experiences in marketing, public relations, journalism or PR is a plus but not required. Familiarity with campus and student activities helpful. Must be an enrolled undergraduate student.

**Core competencies:** Creativity, Communication, Marketing, Design

**Hours:** 5 hours per week

**Compensation**: Hourly compensation plus performance incentives

**To Apply:**Email arnie.dbk.umd@gmail.com with resume and cover letter

**The Diamondback**

**3136 South Campus Dining Hall**

**College Park, Maryland 20742**

Established in 1910, the DBK is the independent, student run newspaper of the University of Maryland

[www.dbknews.com](http://www.dbknews.com)