



DIVISION OF
STUDENT AFFAIRS
CONFERENCES & VISITOR SERVICES

4321 Hartwick Road, Suite 500
College Park, MD 20740

Student Hourly Position Available

Department: Conferences & Visitor Services

Position Title: Marketing Research Associate

About Conferences & Visitor Services: Conferences & Visitor Services at the University of Maryland (C&VS) welcomes over 300,000 visitors each year to the University, most of whom are attendees of conferences and events held on the University campus. Additional conferences and events are sponsored by the University at other locations. C&VS operates as a One-Stop-Shop assembling and coordinating comprehensive packages of services for conferences and events held at the University.

About the Position: C&VS is seeking an exceptional student to fill our Marketing Research Associate position. This position will support our communication and marketing efforts primarily through the research and development of a variety of mailing lists. This position is an excellent opportunity to gain relevant and valuable experience in marketing research for business development activities.

Specific Responsibilities: This position requires a neat appearance, a friendly, mature and professional manner, good communication skills, reliability, and knowledge of the College Park campus. Previous office experience and computer experience along with up-to-date knowledge of Microsoft Programs, fax and copying equipment. Under the supervision of the Marketing, Sales, Publications & Outreach Coordinator and with extensive on-the-job training the Marketing Research Associate will attend all training sessions and be responsible for:

- Conducting research and building multiple prospect lists to enable the targeting of desirable customers, programs, and market segments that are compatible with the mission of the University
- General office tasks: data entry, faxing, copying, organizing work areas, maintaining office appearances, etc.
- All other duties as assigned

Qualifications:

Applicants must be a currently enrolled Maryland student. The ideal candidate will possess many of the following qualities:

- Self-motivated; ability to work independently, with little supervision, to complete assigned projects and tasks, but proactive in seeking guidance and direction when needed
- Thorough attention to detail and dedication to producing quality work
- Must be dependable and able to prioritize and manage multiple projects at once
- Experience with the Microsoft Office Suite of software applications, predominantly Excel

Period of Employment: Spring 2019 Semester with options for Summer and/or Fall 2019

Hours: Hours will be between 9:00 am and 4:00 pm Monday-Thursday
10-20 hours per week (Part-time) during the academic semesters

Compensation \$10.50 per hour

Position Start Date: Early Spring 2019 semester

To Apply: E-mail resume, cover letter, at least 1 letter of reference to Joseph Criscuoli, Marketing, Sales, Publications & Outreach Coordinator at Conferences & Visitor Services (joecrisc@umd.edu)

Deadline to Apply: Monday, February 18, 2019

Questions: Contact Joe Criscuoli at 301-314-7880 or joecrisc@umd.edu