

UCSB EAP and CIP Marketing Peer Advisor Position

\$16.50 per hour / 10 hours per week

Please note that the majority of the job duties will entail marketing projects. Although office assistance and attendance at select meetings may be required, these will be kept to a minimum whenever possible.

GENERAL SUMMARY OF DUTIES AND RESPONSIBILITIES

The Marketing Peer Advisor will provide assistance to the UCSB Education Abroad Program (EAP) and Capital Internship Program (CIP) Staff in the following areas:

- * Developing and implementing innovative marketing strategies and content for UCSB EAP with the goal of increasing the number and diversity of participants on study abroad programs offered by the [University of California Education Abroad Program \(UCEAP\)](#) and the Capital Internship Program
- * Creating print/online marketing materials and ensuring consistent messaging

Duties include:

Flyers / Print Material

Create flyers and posters for classrooms, residence halls, campus kiosks, events, meetings, Isla Vista, A-frames, etc.

E-newsletters

Assist in updating our collection of e-newsletters for prospective students, special focused newsletters for participants, and other e-newsletters as needed.

Digiknow Ads

Create weekly Digiknow Ads to be displayed in the residence and dining halls.

Social Media

In close consultation with the Marketing Specialist, maintain the social media outlets that include Instagram, Facebook, and TikTok. Research, recommend, and create content that may benefit EAP and CIP by engaging prospective students and retaining current applicants and alumni relationships.

Website management (if needed)

Update recruitment related pages of the websites. Drupal (a content management system) is used for this purpose.

Videos (if needed)

Create, edit and post videos as needed.

Analytics (if time allows)

Analyze marketing/recruitment efforts in order to recommend what strategies should be utilized in the future. Compare attendance rates at info meetings, classroom presentation statistics, website analytics, e-newsletter data and social media analytics to determine a comprehensive marketing and outreach plan.

Other duties as assigned.

Minimum Qualifications

Please note that participation on a UCEAP/CIP program is **NOT** a requirement for this position.

- Proficiency in graphic related software such as Canva, InDesign, Photoshop, Illustrator, Fireworks, Adobe suite, etc.
- Social media knowledge and experience
- Strong writing skills
- Ability to work independently AND be able to take direction / constructive feedback from staff
- Ability to be flexible AND responsive to email communication and requests

Must have an interest in promoting EAP/CIP and be willing to learn as much as possible about both programs. Creativity, reliability, attention to detail, and ability to take initiative are highly desirable. Applicants with office work experience, computer experience, and/or fluency in a foreign language are also highly desirable. Must be willing to use Gmail and Google Calendars for work purposes. Represent EAP/CIP in a professional manner, including a mature and courteous attitude and a strict regard for student confidentiality. When needed, also work with the reciprocal exchange students and should be culturally sensitive.

To be eligible for the position, you must be a full-time student registered for at least 12 units for the Fall 2025, Winter 2026 and Spring 2026 quarters. Your graduation date must be Spring 2026 or later. You will not be eligible for the position if you intend to graduate at the end of fall or winter quarter. To be eligible for the position, you must attend all of the training days listed below.

Important Dates

Application due date: August 3, 2025 @ 11:59pm PST

If selected for an interview, you will be contacted.

Mandatory training: To be eligible for the position, you MUST attend all required paid training days that could take place between Monday, September 22 to Wednesday, September 24 (actual training dates are TBD and could take place on all or only some of these dates)

Regular fall quarter shift hours will begin: September 25 (first day of classes)

Application procedure:

Complete the [online application](#).

Please note that the online application must be completed in one sitting, and it contains a required task that will take some time to address. At the bottom of the application, you will also be requested to upload your current resume and additional marketing materials that you created and would like to share with the hiring committee. Make sure to plan ahead and allow enough time to successfully complete the full application.

If you are a UCSB EAP returnee and would like to be considered for the regular [Peer Advisor](#) position in addition to the MARKETING Peer Advisor position, you must submit a separate additional application for the regular Peer Advisor position.