



Assistant Manager of Customer Service and Marketing

Purpose: The Director of Customer Service and Marketing oversees and creates and implements the company's marketing strategy and runs customer service during peak periods. They collaborate with our firm-wide Director of Marketing to optimally allocate marketing funds.

Hourly Requirement: This position requires the manager to work part-time (7-10 hours per week) during the spring semester and full-time in May and August when hours significantly increase. They will be required to stay in Ithaca through Cornell's final graduation day and return before August Peak. They are also willing to help other team members to ensure the success of the company.

Main Responsibilities:

- **Marketing**
 - Collaborate with firm-wide Director of Marketing to plan a marketing strategy
 - Create and launch physical and digital advertisements
 - Optimize an annual budget to drive revenue throughout the year
- **Customer Service**
 - Monitor and respond to customer inquiries and emails
 - Answer customer phone calls and communicate issues to the team
 - Build a general understanding of the business as a whole to be able to appropriately respond to customers

Necessary Skills:

- **Communication:** A key component of customer service is the ability to talk on the phone to customers and communicate through email effectively.
- **Self-Motivation:** A BRSS manager should be passionate about the SAI experience and want to succeed in their position. They should be able to see all their projects through and work towards BRSS's success.
- **Growth Mindset:** BRSS is the largest business at SAI, with a wide variety of responsibilities. Managers should be constantly motivated by their want to learn, experience, and achieve difficult tasks.



- **Time Management:** Big Red Shipping and Storage can be overwhelming at times. It is important to remain organized to excel in the classroom and at Student Agencies.
- **Collaborative:** A key aspect of Big Red Shipping and Storage is working together as a team. It is crucial that the Director of Customer Service and Marketing can effectively communicate with the managers and other team members

Exit Opportunities

- Upon successful completion of a year with Big Red Shipping and Storage, employees can transition to other positions within Student Agencies and utilize the vast alumni connections to network in nearly any industry