

**Position Title:** Campus Recreation Student Marketing/Web Manager

**General Information:** The student marketing/web manager is responsible for marketing and promoting all Campus Recreation programs (Aquatics & Safety, Club Sports, Fitness & Wellness, Intramural Sports, and Outdoor Program), as well as maintaining a creative, dynamic, and engaging department web presence. The position requires general knowledge of marketing and promotional strategies (creating marketing plans/campaigns, conducting focus groups, conducting satisfaction surveys, etc.) to address a variety of individuals. The position also requires graphic design skills and experience with social networking. Duties include maintaining department website and Facebook page, creating promotional materials (flyers, posters, brochures, banners, ads, power points, press releases, etc.), developing and implementing strategies to raise awareness of and increase participation in Campus Recreation programs, conducting promotional presentations, working special events, and providing excellent customer service. This position reports to the director of Campus Recreation.

**Specific Hours:** Must be flexible mornings, days, evenings, weekends, breaks. Max of 15 hrs/week.

**Dates of Employment:** Year-round (summer, fall, spring, breaks)

**Pay Rate:** \$10/hr

**Qualifications:** Required: General knowledge of marketing and promotional strategies; proficiency in graphic design software as well as Microsoft Office and MAC; experience with social networking (Facebook, Twitter, YouTube, etc.). Good communication skills and presentation skills. Ability to work autonomously and with attention to detail. Must be reliable, responsible, and able to get along well with others. Preferred: Awarded work-study status (please be prepared to provide documentation of work-study status). Individual who enjoys recreational activities.

**Responsibilities:**

- Work with professional staff to develop, implement, review, and revise department marketing plan
- Design promotional materials such as flyers/posters/brochures/banners/ads/power points/press releases, etc.
- Maintain a creative, dynamic, and engaging department web presence ensuring information is current
- Maintain a creative, dynamic, and engaging department social network presence
- Develop processes to determine participant needs through surveys, focus groups, etc. and transfer results into effective marketing
- Develop and conduct department presentations to targeted groups such as academic classes, residential halls, special events, etc.
- Assist in planning, organizing, and staffing Campus Recreation special events (Wildcat Block Party, Late Night at the Gym, Turkey Triathlon, etc.) and promotional efforts (tabling, flyer distribution, etc.)
- Take photos of Campus Recreation programs/services for promotional purposes
- Ensure consistent Campus Recreation identity via promotional materials/web
- Write and distribute press releases in coordination with area media
- Take a proactive approach to risk management by applying preventative supervision
- Provide excellent customer service at all times
- Understand and abide by all Campus Recreation employee policies and procedures
- Be a team player with your supervisor as well as other Campus Recreation employees
- Be knowledgeable of Campus Recreation programs and services so that you can be an ambassador of Campus Rec
- Perform other duties as specified by the director