Position: Graduate Assistant for Marketing and Social Media  
Department of Campus Recreation, Division of Student Affairs

As a graduate assistant in the Division of Student Affairs, this job description denotes your primary responsibilities; however, the Division operates as a cohesive unit, and you may be asked to assist in other areas throughout the Division as necessary.

Description:
Under the direction of the Director for Campus Recreation, the Graduate Assistant for Marketing and Social Media will be responsible for various projects and assignments within the Department of Campus Recreation. This position requires weekday, evening, and weekend hours as needed. The Graduate Assistant for Marketing and Social Media will provide assistance in leadership and direction for a campus-wide recreation program concentrating on marketing and social media. This Graduate Assistant will assist in the operation of the department and the development and implementation of a thorough marketing plan.

Responsibilities include (but are not limited to):

- Assist the Director of Campus Recreation with promotion of all Campus Recreation related programs and activities.
  - Maintain the Campus Recreation website, keeping appearance and information up to date.
  - Coordinate promotional and marketing needs for all areas within Campus Recreation.
  - Further develop and maintain social media outlets (i.e. Facebook, Twitter, Instagram, YouTube, etc.).
  - Create photo and video marketing content.

General
- Establish and complete 20 office hours per week; weekend and evening hours as needed.
- As assigned by supervisor, attend various Campus Recreation staff meetings and individual meetings with supervisors.
- Other duties as assigned by the administrators in the Campus Recreation.
- Supervise the opening and closing of all Campus Recreation facilities.

Qualifications
- Bachelor’s degree required
- Enrollment in a full-time Master’s program in Sports Management preferred
- Experience in Fitness or Recreation required
- Effective leadership and oral communication skills
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- Excellent written communication skills
- Must maintain confidentiality in all duties assigned
- Effective organization/multi-tasking skills
- Ability to plan and execute programs for the student population

**Length of Assistantship**: The Graduate Assistant contract year runs from September through May and is eligible for renewal on a yearly basis. A separate contract or working arrangement may be available for May through August and is subject to supervisor approval and budget allowance.