

## **CAMPUS RECREATION - POSITION DESCRIPTION MARKETING ASSISTANT**

**Purpose:** The Marketing Assistant will assist the Marketing Supervisor develop and implement the campus wide marketing program for the department.

**Reports To:** Marketing Student Supervisor, Campus Recreation  
Marissa Canter, Associate Director Campus Recreation

**Schedule:** Position will average 8-10 hours per week

### **Position Responsibilities:**

- Assist the marketing supervisor in all of the following
  - Develop and implement an annual marketing plan that includes; promotional materials, community outreach, media relations, and assessment plan
  - Develop marketing and promotional materials for the department and for program areas and facilities (brochures, flyers, table tents, print ads, posters, etc)
  - Coordinate the department's involvement with campus wide events (Family Weekend , Wellness Fair, presentations to student organizations, admissions events, etc)
  - Lead marketing efforts for campus recreation committees (staff banquet, late night events, and powerlifting competition.
  - Liaison with campus media through personal interactions, media releases and articles
  - Maintain an interesting, informative and up-to-date web presence for the department (web page, social media, etc)
  - Assist with video series development

### **Qualifications:**

- Experience in marketing, communications or related field
- Experience or interest in Campus Recreation
- Flexible schedule to work events during non-business hours (evenings and weekends)
- Preferred experience with social media content creation, photography, video design, and/or graphic design software.

### **Compensation:**

- \$11/hour

### **To Apply:**

- Application can be found on our website: <http://www.longwood.edu/recreation/student-employment-opportunities/>
- Email completed application to [campusrec@longwood.edu](mailto:campusrec@longwood.edu)
- Interviews typically for the position will take place in early April