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## **Media Relations Assistant**

Location: Campus Recreation (Lee Hall)

Supervisors: Campus Recreation Coordinator

Rate of Pay: \$7.60/hour

Type of Job: Part time temporary service position and/or work study available

### PRINCIPAL FUNCTION

- Plan, coordinate, and implement the marketing and promotion for all Campus Recreation programs and services.

### RESPONSIBILITIES

- Serve as the team leader for the Campus Recreation student marketing and promotion team. Ability to work 14-15 hours per week.
- Meet with program supervisors to discuss promotional needs.
- Work with the graphic artist, photographer, and web design staff to prepare promotional materials.
- Organize and distribute all marketing and promotion materials.
- Be able to speak clearly and concisely about Campus Recreation at a variety of presentations, open houses and informational fairs.
- Write weekly news releases and articles on Campus Recreation programs and services for the newspaper and the list serve email subscribers.
- Maintain and update the Campus Recreation list serve, Facebook page and other social networking.
- Assist with the development and implementation of PowerPoint presentations.
- Keep all bulletin boards and campus signage updated.
- Maintain a working knowledge of all Campus Recreation programs and services
- Works independently on tasks and projects to meet deadlines in a timely manner.
- Works cooperatively with other areas of the department to achieve established goals.
- Promote and market Campus Recreation facilities and services
- Required to work two special events outside normal office hours.
- Assist with marketing and promotion research projects as assigned.
- Performs other work or projects as assigned.

### REQUIREMENTS

- Completion of the application and interview process.
- Experience with marketing and/or journalism is preferred.
- Experience as a team or organization leader preferred.
- Sports writing or knowledge desired.
- Ability to interact with diverse groups through a variety of situations.
- Ability to operate independently within departmental standards of conduct and professional expectations.
- Strong problem-solving skills.

- Strong written and verbal communication skills.
- Enthusiasm, desire to learn, and desire to work as part of a team.
- As a part of the hiring process, each employee is required to attend an orientation session the last weekend in August which is not paid.