



Department of Campus Life

Campus Recreation Marketing and Program Internship

About SUNY Oswego

SUNY Oswego is located in Oswego, New York approximately 35 miles northwest of Syracuse and 65 miles east of Rochester. The College's 690 acre tree-lined campus spreads along the southern shore of majestic Lake Ontario. Originally founded in 1861 as the Oswego Normal School, the College became a charter member of the State University of New York system in 1948. In 1962, it expanded from teacher education to a multi-purpose College of Arts and Sciences. Today the College offers over 100 undergraduate majors and 22 master's degree programs through the College of Arts and Sciences, the School of Business, and the School of Education.

Program Overview

Campus Recreation is a division of the Department of Campus Life that provides a variety of fun-filled, health promoting, physical and recreational activities conducive to wellness and personal development. Students, faculty, and staff participate in these activities through the following programs and services: intramural sports, open recreation, sport clubs, special events, and instructional programs.

An anonymous Oswego alumnus has generously supported this position with a gift in memory of "Coach" David Campbell, the head of men's recreation in the late 1950s and early 1960s. Coach Campbell made a lasting impact on the alumnus and many young adults through his guidance and leadership.

Position Responsibilities

The Intern for Marketing and Promotion will serve as a member of the Campus Recreation staff. The student will be an active team member and is expected to provide input toward the work of Campus Recreation. The Intern reports to the Director of Campus Recreation. The Intern is responsible for the following:

1. Assist with all aspects of Marketing and Promotion for Campus Recreation programs and services to the campus community. This includes but not limited to assisting with the supervision of the student team, assist with being the liaison with Residence Halls and academic classes as needed, to promote programs and conduct presentations.
 - a. Assist with updating and enhancing the Campus Recreation website, social media, Laker Life, and calendars.
 - b. Assist with the weekly newsletter and Oswegonian articles.
 - c. Develop and update all department forms, Google documents, and Google site.
 - d. Assist in developing departmental promotional flyers including copying, posting, table tents, and making promotional posters for all Campus Recreation events.
2. Assist with marketing and promotion at open houses, information tables, Student involvement fair, and through digital sign campaigns.
3. Develop, coordinate, and manage marketing strategies for the area, to include programs, services, and facilities.
 - a. Assist in producing and maintaining an action plan and timeline for all marketing campaigns to include an evaluation and assessment of the effectiveness and cost value of all campaigns.
 - b. Assist with marketing and promotion meetings and long range planning with Professional and student staff.
4. Assist in the promotion of all assessment and research of Campus Recreation Programs and Services as needed. Engage in evidence-based decision-making pertaining to marketing, and promote student development and learning.
5. Assist the Campus Recreation Coordinator with recruiting, hiring, training, supervision, and evaluating student marketing and promotion staff.

6. Assist with the collaborative efforts within Campus Recreation with programs and services. Develop and maintain cooperative relationships with all Campus Recreation staff. Assist in Special Event programs as needed.
7. Participate in College, divisional, and department committees as assigned.

Qualifications

The successful candidate will present evidence of the following:

1. Full time undergraduate student at SUNY Oswego majoring in Marketing, Public Relations, Broadcasting, Communication, or related field desired.
2. Experience and interest in the areas of Intramural Sports, Recreation, Club Sports, Athletics, Wellness, or Health and/or a strong desire to gain a working knowledge of Campus Recreation.
3. Prior experience as a member or leader of a college student organization is desired.
4. Organizational skills, effective time management skills, strong oral and written communication skills, and high levels of energy and enthusiasm.
5. Experience and/or interest in the areas of marketing and communication.
6. Ability to work as an effective member of a team.
7. Strong computer skills and the willingness to train in the Campus Recreation software programs.
8. Ability to work independently within departmental standards of conduct and professional expectations.
9. Ability to take initiative to complete projects, to prioritize work, and meet deadlines.
10. Knowledge and experience in the area of Marketing and Promotion desired.
11. Minimum GPA 2.5

Appointment

The term of appointment runs from Monday, August 28, 2017 through Friday, May 11, 2018 excluding academic recesses. The Fall start date is August 28, 2017 and Spring start date is January 22, 2018. The Intern for Campus Recreation is expected to work sixteen (16) hours per week, excluding applicable holidays, during the term of appointment. Regular evening and weekend hours are required.

Remuneration

Compensation for the 2017-18 academic year includes a stipend of \$6,000.

To Apply

Submit letter of application, resume, and three professional references names, e-mail, phone numbers, and how you know the individuals via e-mail to:

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