



Department of Campus Life

Campus Recreation Graduate Assistant For Marketing and Programs

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 advisement, special events, and instructional programs.

Position Responsibilities

The Graduate Assistant for Marketing and Programs will serve as a member of the Campus Recreation staff. The Graduate Assistant will be an active team member and is expected to provide assistance toward the Campus Recreation programs and services offer to the University community. The Graduate Assistant reports to the Coordinator of Campus Recreation.

The Graduate Assistant 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, leading and overseeing marketing meetings, act as a liaison to Residence Halls and academic classes, conduct promotional presentations to groups on campus, and promote programs in the areas of intramural sports, open recreation, swimming, and special events.
 - a. Develop, coordinate, and manage marketing strategies for Campus Recreation to include: programs, services, and facilities. Assist with marketing and promotion at open houses, information tables, student involvement fair, digital sign campaigns, wellness fair, and library success fair.
 - b. 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. Assist with marketing and promotion long range planning with Professional and student staff.
2. Supervise the Open Recreation program at Swetman gym to include promotions of programs and staff supervision. The staff supervision will include the hiring, training, supervising, scheduling, and evaluating student staff.
3. Planning, organizing, supervising, implementing, and evaluating all aspects associated with Campus Recreation Special Event Programs. Specific programs include: Cooking Class, No Sew Blankets, National Rec Day, Open Skates and other programs as assigned. Assist the Coordinator with Friends and Family Weekend, Warm up with Campus Rec, and the Color Run events.
4. Assist the Coordinator in safety inspections of all Campus Recreation facilities noting and prioritizing deficiencies requiring correction and notifying coordinator of any service request needed. Assist in by-annual equipment inventory.
5. Participate in weekly staff meetings, student orientation, and training sessions as deemed appropriate.

Qualifications

The successful candidate will present evidence of the following:

1. Fully matriculation at SUNY Oswego majoring in Marketing, Public Relations, Broadcasting, Communication, or related field desired.
2. Knowledge, experience and interest in the areas of marketing, promotion, communication, and programming.
3. Experience and interest in the areas of Intramural Sports, Recreation, Athletics, Wellness, or Health and/or a strong desire to gain a working knowledge of Campus Recreation.
4. Prior experience as a member or leader of a college student organization is desired.
5. Prior experience supervising and training employees desired.
6. Organizational skills, effective time management skills, strong oral and written communication skills, and high levels of energy and enthusiasm.
7. Ability to work as an effective member of a team.
8. Strong computer skills and the willingness to train in the Campus Recreation software programs.
9. Ability to work independently within departmental standards of conduct and professional expectations.
10. Ability to take initiative to complete projects, to prioritize work, and meet deadlines.
11. American Red Cross CPR, First Aid, and AED certificate desired or willingness to obtain the certification required.
12. Ability to stay for two years desired.

Appointment

The term of appointment runs from Thursday, August 16, 2018 through Friday, May 17, 2019 excluding some academic recesses. The position requires that the Graduate Assistant starts working one week prior to the first day of class in each semester. The Fall start date is August 16, 2018 and Spring start date is January 17, 2019. The Graduate Assistant for Campus Recreation is expected to work twenty (20) hours per week, excluding applicable holidays, during the term of appointment. Regular evening and weekend hours are required.

Remuneration

Compensation for the 2018-19 academic year includes \$9,000 toward tuition and/or stipend

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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