



Department of Campus Life

Campus Recreation Graduate Assistant for Media Relations 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 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 support, special events, and instructional programs.

Position Responsibilities

The Graduate Assistant for Media Relations 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 in all Media Relations and technology for Campus Recreation.
 - a. Assist in managing digital media and content management in an accurate and timely manner.
 - b. Assist with producing content creation and digital management (website, lakerlife, etc.) of all Campus Recreation social media platforms (Facebook, Twitter, Instagram, etc.) and the campus calendar.
 - c. Assist the coordinator with digital signage, when necessary.
 - d. Produce and maintain a timeline for all marketing and event material 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, student staff, and Campus Life staff.
 - e. Assist at open houses, information tables, student involvement fairs, digital and social media sign campaigns, wellness fair, and library success fair.
 - f. 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.
 - g. Conduct computer inventory and take care of all problems by submitting and tracking all CTS help desk tickets.
2. Supervise the Open Recreation program at Lee Hall and Swetman gym to include promotions of programs and supervision.
 - a. Assist with the staff supervision including hiring, training, supervising, and evaluating student staff. The job requires working 4 to 6 hours per week in the evenings to supervise Open Recreation programs and student staff.
 - b. Assist with the staff supervision of a social media intern provide training, supervising, evaluating intern. Oversee media projects and content, conduct meetings, ensure all media is being used.
3. Planning, organizing, supervising, implementing, and evaluating all aspects associated with Campus Recreation Special Event Programs. Specific programs include but not limited to: Cooking Class, No Sew Blankets, National Rec Day, swimming special events, and other programs as assigned. Assist the Coordinator with campus wide events, Warm up with Campus Rec, and the Color Run events.
 - a. Plan new special events if funding is available
 - b. Assist with planning, organizing, implementing E-sport leagues or tournaments for the campus community if funding is available.

4. Assist the Coordinator with organizing materials for the Campus Life marketing team for the marketing and promotion of all Campus Recreation programs and services to the campus community. This includes but not limited to coordinating marketing materials such as photos, details about events, and other material deemed appropriate to the Campus Life marketing staff, as needed.
5. 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.
6. 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 13, 2020 through Friday, May 14, 2021 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 13, 2020 and Spring start date is January 14, 2021. 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 2020-21 academic year includes \$9,000 toward tuition and/or stipend

Rights and Privileges

1. Parking: Graduate Assistants are entitled to receive an employee parking sticker. Graduate Assistants do not pay a parking registration fee and they may park in employee parking lots.
2. College Store: Graduate Assistants are entitled to a 10% discount on textbooks purchased through the College Store.
3. Penfield Library: Graduate Assistants are entitled to an extended time when borrowing books from the library.
4. Holiday Leave (Stipendiary Appointments): Graduate Assistants are eligible for holiday leave. If there are no classes on a holiday, then holidays are considered holidays with pay. If a Graduate Assistant is required to work on such holidays, he/she is entitled to compensatory time off.
5. Sick Leave: Graduate Assistants are entitled to a maximum of five days of sick leave per academic year after one semester of service.

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:

Mrs. Cassandra Para
Coordinator of Campus Recreation
cassandra.mason@oswego.edu

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Phone (315) 312-3112

*Position pending final budget approval