

## POSITION DESCRIPTION – DIGITAL CONTENT MANAGER

### Program Description & Position Overview

The mission of the Office of Recreation Sports and Facilities is to provide facilities, programs and services that address all physical, recreational and leisure pursuits of the University community. Emphasis is placed on participation, increasing knowledge of wellness and physical fitness and promoting healthy lifestyle behaviors.

Working alongside the Assistant Director of Intramural and Club Sports and the Assistant Director of Fitness & Aquatics, the Digital Content Manager is responsible for implementing and analyzing a comprehensive digital and social media marketing plan Rec Sports Department.

### Specific Responsibilities Include (but are not limited to)

- Act as a customer service liaison at all times
- Collaborate with all Rec Sports program areas on departmental projects
- Create and distribute posters and digital displays for department programs and activities
- Update and manage digital web content (i.e. banners, images, icons, etc.)
- Maintain a posting schedule across various social media platforms (content and themes TBD)
- Assist with the designing of program t-shirts and giveaway items (i.e. magnets and promotional products)
- Serve as a member of the marketing “street team” to promote all aspects of Intramural and Club Sports programs
- Create and maintain a program area-specific style guide
- Update applicable personal employee account(s) to communicate availability
- Actively participate in the employee evaluation process at the end of each semester
- Complete other duties/projects as assigned

### Requirements

- Must meet hiring eligibility guidelines established by the Office of Human Resources
- Upon hiring, commit to a full academic year of employment (fall and spring semesters)
- Attend staff training and weekly meetings
- Ability to show previous experience with graphic design, digital media content and/or website management
- Maintain current certifications in adult First Aid, CPR and AED administration

### Other Notes

- The hiring committee reserves the right to request sample materials from candidates
- This position requires at least 6-10 hours of work per week (office hours are flexible)
- Due to the ever-changing ways to engage with campus, particular emphasis is place on “other duties as assigned”

### Beginning Rate of Pay

\$10.00 per hour (pay raises applied as earned)

### For More Information

Matt Schneider

Assistant Director, Intramural & Club Sports SchneideMD30@uww.edu

262-472-1145