

## POSITION DESCRIPTION – STUDENT COORDINATOR OF MARKETING & PROMOTIONS

### Program Description & Position Overview

The purpose of the Intramural (IM) Sports program is to provide healthful exercise, promote leisure education, enrich social competence and develop group loyalty all in a welcoming environment that is safe, fair and fun for all. Activities are organized according to interest on campus and include individual, dual and team opportunities for male, female and co-rec participants.

Working alongside the Assistant Director of Intramural and Club Sports (and applicable Sport/Student Coordinators), the Student Coordinator of Marketing & Promotions is responsible for planning, implementing and analyzing a comprehensive marketing plan for both the Intramural and Club Sports programs while making various contributions to the Rec Sports Department.

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

- Act as a customer service liaison at all times
- Assist with all marketing and promotional aspects of the Intramural Sports program
- Design creative promotions for intramural registrations
- Assist with distribution of promotional materials
- Take staff headshots and activity action photos (including championship photos)
- Update and manage web content, which includes updating the campus events calendar
- Assist with the promotion of the Official of the Week program
- Assist with the promotion of specific club events
- Schedule and plan marketing tables across campus on a semesterly basis
- Plan championship night events for various activities
- Assemble sponsorship plan and assist in the recruiting and signing of sponsors
- Create promotional videos and advertisements and highlight videos for both Intramural and Club Sports
- Collaborate with other Rec Sports program areas on departmental projects
- Serve as a member of the marketing “street team” to promote all aspects of Intramural and Club Sports programs
- 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
- Individual in this position is expected to hold regular office hours (approx. 8-10 hours per week, flexible scheduling)
- Some night time and weekend shifts may apply
- 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

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*“A Sport for Everyone and Everyone in a Sport”*