

SIUE GRADUATE ASSISTANTSHIP ANNOUNCEMENT

TITLE/RANK: Graduate Assistant – Campus Recreation (Marketing)

JOB DESCRIPTION: Reporting to the Assistant Director of Campus Recreation, this person is responsible for leading the department's comprehensive marketing program. Provide leadership and direction for all marketing and promotions efforts for Campus Recreation. Provide assessment feedback for marketing efforts and refine, improve and enhance future marketing strategies. Personnel supervision, development and other duties as assigned. This position offers opportunities for creativity, innovation and teamwork to promote the programs, services and facilities of Campus Recreation. A combined workload of 20 hours per week is expected. Evenings and/or weekend work is required occasionally.

TERM OF CONTRACT: Semester by semester, starting August 2021, with the possibility of summer employment and contract renewal.

SALARY: Full in/out of state tuition waiver plus a stipend of \$1086 per month for the first year and a longevity bonus to \$1153 per month in the second year. Employee is responsible for student fees. Per Internal Revenue Service regulations (IRC 127), federal taxes will be withheld on tuition waiver amounts exceeding \$5,250 in the calendar year (January-December).

QUALIFICATIONS: Assistantships are awarded on a competitive basis and the successful applicant must be admitted into a related SIUE graduate program of study such as college student personnel administration, marketing, communications or other strongly related program. A Bachelor's degree in a related field of study is also required. Prior relevant work experience is preferred. The person must have strong oral and written communication skills, knowledge of recreation facilities, equipment and personnel supervision. Successful candidates may be asked to maintain CPR/AED certification from an internationally recognized agency during the time of employment. A strong combination of specific academic and/or experiential training is recommended. The successful applicant must be admitted into a graduate program of study at SIUE before an offer can be officially made.

CLOSING DATE FOR APPLICATIONS: **Applicants are encouraged to apply early.** Review of applicants will begin immediately. Phone, online and/or in-person interviews may be conducted. Application for this position will close when filled.

SUBMIT LETTER OF APPLICATION, RESUME, UNOFFICIAL TRANSCRIPT(S), AND LIST OF AT LEAST THREE CURRENT REFERENCES TO:

Natalie Rosales-Hawkins
Assistant Director, Recreational Programs
Southern Illinois University Edwardsville
Campus Recreation, Box 1157
Edwardsville, IL 62026
nrosale@siue.edu

An Affirmative Action employer, SIUE offers equal employment opportunity without regard to race, color, creed, or religion, age, sex, national origin, or disability. Benefits under state-sponsored plans may not be available to holders of F1 or J1 visas.

SIUE GRADUATE ASSISTANTSHIP

Position Description and Job Analysis

Title/Rank: Graduate Assistant (Marketing)

Purpose:

Provide leadership and direction for all marketing and promotions efforts for Campus Recreation. Provide assessment feedback for marketing efforts and refine, improve and enhance future marketing strategies. Personnel supervision, development and other duties as assigned. This position offers opportunities for creativity, innovation and teamwork to promote the programs, services and facilities of Campus Recreation.

Organizational Relationship:

The Graduate Assistant (Marketing) reports to the Assistant Director of Campus Recreation, who reports to the Director of Campus Recreation, who report to the Vice Chancellor of Student Affairs.

Duties and Responsibilities: Include but are not limited to:

1. Develop and maintain an overall marketing plan to promote, enhance and cultivate interest in the programs, services and facilities offered by Campus Recreation.
2. Develop a thorough knowledge and understanding of all departmental policies, guidelines and procedures.
3. Hire, train and evaluate all marketing related student staff.
4. Provide assistance with departmental sponsored special events in-person or in a virtual format.
5. Collaborate with all staff members to share gathered information to use for strategic market planning; goal setting for each program area.
6. Assist with the planning of marketing needs for upcoming year to determine timelines for promotional campaigns, and publicity distribution.
7. Assist with the development, design, and distribution of promotional material for Campus Recreation Department.
8. Assist with the coordination and promotion of special programs and events within Campus Recreation.
9. Identify factors that indicate recruitment and retention of students through recreation activities-health fairs, resource tables, public speaking, orientation sessions, etc.

10. Assist with the development of short and long term marketing goals and budget for the department.
11. Compile and maintain the Campus Recreation archives including pictures, articles, advertisements, and other materials.
12. Have experience using Adobe InDesign, social media and other marketing software.
13. Collaborate closely with the Campus Recreation Technical Staff to maintain a comprehensive website and social media presence.
14. Evaluate usage of social media platforms through measurement and analysis of platform reach and engagement. Examples include, but are not limited to, Facebook, Instagram, YouTube, Twitter and Snapchat.
15. Develop and maintain relationships with other departments both on and off- campus.
16. Maintain current CPR/AED certification during the period of employment.
17. Perform other needed and related duties as assigned.

Knowledge Required for the Position:

The Graduate Assistant (Marketing) must have an understanding of the Student Affairs Philosophy as it relates to the provision of recreational and leisure services to a university community. Both oral and written communication skills are necessary to effectively interact with participants and the program staff. The Graduate Assistant must possess knowledge of the recreational sports profession and exhibit good management and supervisory skills. Also possess an exceptional grasp of the technical concept, software, and hardware required to implement a productive advertising/marketing program. A Bachelor's Degree in Marketing, Recreation, or other related field is required. Marketing and promotion coursework/experience preferred. CPR/AED received from an internationally recognized safety organization should be maintained.

Responsibilities:

The Graduate Assistant (Marketing) has responsibility for administering a comprehensive marketing plan to promote, enhance and cultivate interest in the programs, services and facilities offered by Campus Recreation. Have collaboration with all staff members to share information to use for strategic market planning. Set goals for each program area; and marketing needs for upcoming year to determine timelines for promotional campaigns, and publicity distribution are additional responsibilities. This Graduate Assistant may gather information by compiling and analyzing user satisfaction and needs assessment surveys; evaluations; focus groups; fiscal operation reports; with the ultimate goal of determining consumers needs and trends to help market our services. In addition, the Graduate Assistant will act as a role model for the student staff and patrons.

Guidelines:

The Graduate Assistant (Marketing) must adhere to all established University Policies and Procedures; adhere to all Civil Service and Professional Staff regulations and the provisions of negotiated and approved labor contracts; and adhere to and enforce all approved policies and procedures of Campus Recreation.

Difficulty:

Complexity

The Graduate Assistant (Marketing) must have an understanding of the principles of customer service and be able to communicate effectively with participants, guests, staff and others from varied cultures. An understanding of established guidelines for providing a safe and enjoyable environment for participants, guests and staff is necessary.

Scope & Effect

The Graduate Assistant (Marketing) plays a very important role in promoting Campus Recreation in a positive manner. These responsibilities have a direct effect on the education and health of university students, faculty, staff and alumni participants; as well as their family members and the members of the surrounding community.

Personal Relationships:

Personal Contacts

The operation of services provided by Campus Recreation requires that the Graduate Assistant (Marketing) must work well with administrators, professionals and student staffs, as well as the facility membership served.

Purpose

The purpose of this position is primarily to positively engage SIUE students in Campus Recreation facilities, services and programs both formerly and informally.

Environmental Demands:

Physical Requirements

The position requires a general level of physical fitness.

Work Environment

The work environment is professional and pleasant. Responsibilities require that the Graduate Assistant (Marketing) be able to work with frequent interruptions in a fast-paced, professional environment, often doing so under pressure of multiple timelines. Morning and/or evening work may be required to supervise programs, activities and/or

facilities and maintain adequate contact with participants and staff. Some weekends may also be required.