



# Campus Recreation

UNIVERSITY OF COLORADO COLORADO SPRINGS

## JOB DESCRIPTION – MARKETING SERVICES PROMOTIONS ASSISTANT

### Campus Recreation Profile

Pikes Peak, America's Mountain as it is known, forms a breathtaking backdrop for the LEED Gold Certified UCCS Gallogly Recreation and Wellness Center, which originally opened its doors in 2006, and then expanded in January 2016. Campus Recreation facilities and programs serve more than 1,000 students and faculty/staff daily, while employing over 100 students every year. Campus Recreation professional staff is committed to student development, diversity and inclusivity, all while encouraging healthy lifestyles through comprehensive programs and services.

### Position Learning Outcomes

- **Advanced Interpersonal Skills** through developing and maintaining relationships constituents across campus whom we work with to market Campus Recreation programs.
- **Leadership Skills** through role modeling professional behavior in person and online with clients and staff, providing feedback and information through clear communication, and taking the initiative in making decisions that help the Student Marketing Team (SMT) move forward.
- **Assessment Skills** through data collection, analysis, and evaluation about organizational systems, execution, and performance.
- **Advanced Communication Skills** through providing weekly report updates, attending regular one-on-one meetings with the Program Coordinator of Membership and Communication, attending regular SMT meetings, and speaking with students, staff, alumni, and stakeholders regularly through tabling & outreach events about Campus Recreation offerings.

### Job Responsibilities

- Attend campus-wide informational fairs, orientations, presentations, various tabling opportunities, and other events representing Campus Recreation.
- Create tabling and promotions standards for Campus Recreation promotional opportunities.
- Provide tabling and promotions standards training to Campus Recreation employees and volunteers.
- Communicate with Conference and Event Services Department in the scheduling of tabling opportunities across campus.
- Collaborate with UCCS departments to secure tabling, presentation, or other promotional opportunities for Campus Recreation.
- Promote departmental activities, campaigns, programs, and events through tabling, chalking, presentations, and other interactions with students, faculty, staff, alumni, family members, and community members.
- Collaborate with the Student Marketing Team to ensure coverage of all opportunities to promote Campus Recreation, important events and programs, and collaboration of shared position responsibilities.
- Regularly attend Campus Recreation events to serve as an information resource for those in attendance.
- Organize, manage, and maintain the inventory of Campus Recreation promotional and giveaway items.
- Share the responsibility of building and managing a 12-month event calendar with the Student Marketing Team.
- Create and maintain a 12-month hot-topic calendar to share with Campus Recreation staff.
- Work with the Student Marketing Team to brainstorm and execute opportunities to foster an inclusive community among Campus Recreation members.
- Distribute marketing materials throughout campus as needed and directed by the Program Coordinator of Membership and Communications.

- Conduct research of other universities, colleges, and the general marketing industry regarding effective marketing and promotional efforts their campus recreation department engages in.
- Work with Campus Recreation professional staff as individual clients.
- Uphold Campus Recreation's mission, vision, and values in all projects and communications.
- Maintain organization for all departmental promotional print media
- Attend all staff meetings as scheduled.
- Consistently uphold all Campus Recreation department rules, regulations, and procedures for patron and employee management relations relative to the position; critical thinking, problem solving within limits of department rules and procedures, judgment to identify and apply existing guidelines, training, enforcement, and communication for employees.
- Provide a safe and effective environment for patrons; be alert to accidents and incidents manage these according to training received or report to supervisor accordingly.
- Other duties as assigned.

### **Knowledge, Skills, and Abilities**

- Willingness to take initiative and work independently
- Proven excellent verbal and written communication skills, with previous public speaking experience
- Strong, dynamic interpersonal skills, the ability to manage several projects simultaneously, and the ability to communicate to a variety of diverse individuals
- Exceptional customer service and leadership skills with the ability to adapt easily to challenging situations
- Ability to effectively work and participate in a collaborative team environment
- Proficient organizational skills, including the management of calendars
- Positive attitude, detail-oriented with good multitasking abilities
- Uphold service ethic and professional appearance standards
- Campus Security Authority (CSA)

### **Required Qualifications**

- Currently enrolled in at least 6 credit hours at UCCS.
- Currently pursuing a bachelor's or master's degree in communications, marketing, journalism, media, ethnic studies, or a related field.
- Must commit to working a minimum of 10 hours/week, working campus events at a variety of times throughout the day and week (including weekend and evening hours), peak class times, and working set office hours at Campus Recreation.
- Must commit to working the majority of summer break and at least two weeks over winter break.
- Intermediate skillset with computers, including Microsoft Office applications

### **Preferred Qualifications**

- Previous experience including an advanced skillset in public speaking, especially in tabling and presentations.
- American Red Cross First Aid / CPR / AED certifications highly preferred or must obtain within 3 months of hire.
- Superior time management.
- Previous experience working in a Campus Recreation setting.
- Completion of a leadership-based training.
- Ability to work well under pressure and meet deadlines.