

## **JOB DESCRIPTION – MARKETING SERVICES 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 opened its doors in January 2016. Campus Recreation facilities and programs serve more than 500 students and faculty/staff daily, while employing approximately 100 students every year. Campus Recreation professional staff is committed to student development, diversity and sustainability, all while encouraging healthy lifestyles through extensive programs and services.

Campus Recreation's mission supports the UCCS mission by providing students and the campus community with diverse programs, outstanding facilities and educational experiences that support the development of a healthy mind, body and spirit. We enhance the campus experience through programs and services that focus on student development, promotion of a healthy lifestyle and provide opportunities for social interaction.

### **Job Responsibilities**

- Work with the Outreach Assistant on the advertisement sales program, serving as the main point of contact for clients (responding to requests, creating invoices, managing the calendar, distributing ad materials, and confirming payment).
- Assist with physical sign posting for Campus Recreation facilities utilizing pre-approved sign templates related to area closures, special announcements, promotions, etc.
- Serve as the 2<sup>nd</sup> back-up for posting necessary website updates.
- Perform weekly signage walkthrough of Campus Recreation facilities to ensure postings have not expired and meet necessary requirements.
- Work closely with Auxiliary Marketing on graphic design requests.
- Work with Auxiliary Marketing department to determine what marketing services Campus Recreation will utilize their services for, and assist in executing those projects.
- Creation and circulation of a brand new monthly newsletter for Campus Recreation members.
- Organize and communicate feedback related to the monthly newsletter to the Program Coordinator of Membership and Communication. This also includes making updates to future newsletters based on feedback received.
- Various content writing projects as assigned.
- Attend campus-wide informational fairs, orientations, presentations, various tabling opportunities, and other events representing 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.
- Share the responsibility of building and managing a 12-month event calendar with the Student Marketing Team.
- Work with the Student Marketing Team to brainstorm and execute opportunities to foster an inclusive community among Campus Recreation members.
- Work with Campus Recreation professional staff as individual clients.

- Uphold Campus Recreation's mission, vision, and values in all projects and communications.
- Attend all staff meetings as scheduled.
- Other duties as assigned.

### **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.
- Willingness to take initiative and work independently.
- Enthusiasm to learn about website management and maintenance. 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
- Intermediate - advanced skillset with computers, including Microsoft Office applications
- Proficient organizational skills, including the management of calendars
- Positive attitude, detail-oriented with good multitasking abilities
- 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.
- Uphold service ethic, professional appearance standards, and Emergency Action Plan response. Proactive and resourceful with a 'can-do' attitude
- Campus Security Authority (CSA)

### **Preferred Qualifications**

- Previous experience including an advanced skillset in public speaking, especially in tabling and presentations.
- Previous experience with advertisement sales.
- Experience with website management and maintenance.
- Graphic Design experience.
- American Red Cross First Aid / CPR / AED certifications highly preferred, or must obtain within 3 months of hire.
- Previous experience in the research of marketing best management practices.
- Previous experience working in a Campus Recreation setting.
- Completion of a leadership-based training.

### **Compensation**

The compensation for this position currently begins at \$10.40/hr.