

JOB DESCRIPTION – MARKETING SERVICES ASSISTANT WITH CREATIVE EMPHASIS

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 with 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.
- **Intermediate Design & Photography Skills** through creating marketing materials utilizing Adobe Cloud and Canva applications.

Job Responsibilities

- Fulfill graphic design requests for Campus Recreation as necessary.
- 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.
- Provide photography services for various Campus Recreation events and to help fulfil graphic design/digital marketing requests. Assist with physical sign posting for Campus Recreation facilities utilizing pre-approved sign templates related to area closures, special announcements, promotions, etc.
- Assist with website updates and maintaining website content.
- Serve as the back-up for posting necessary social media updates.
- 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.
- Some experience with Adobe Creative Cloud Applications such as Photoshop, Illustrator, and InDesign.
- Some experience utilizing Canva.
- Some experience taking and editing photographs.
- 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.
- 2+ years with graphic design.
- 1+ years of experience using Adobe Creative Cloud Applications such as Photoshop, Illustrator, and InDesign.
- 1+ years of experience utilizing Canva.
- 1+ years of experience using taking and editing photographs.
- 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.