

JOB DESCRIPTION – MARKETING SERVICES OUTREACH 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 with current and potential donors/sponsors of Campus Recreation.
- **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 communicating regularly in person and through email with the Campus Recreation membership base.

Job Responsibilities

- Serve as the point of contact for community outreach for Campus Recreation
- Seek out opportunities for fundraising, sponsorships, and donations from community members and partners
- Work closely with the Program Coordinator of Membership and Communications, the Business Services Manager, and Director of Campus Recreation to ensure all UCCS policies and procedures are being followed when obtaining sponsorships and donations.
- Create, manage, and maintain a prospect list of potential sponsorship/donation opportunities from businesses and individuals.
- Create, manage, and maintain a list of past, current, and future partnerships.
- Manage the promotion and procurement of advertisement sales.
- Research and collaborate with community members to determine what off-campus promotional opportunities benefit Campus Recreation.
- Attend campus-wide informational fairs, orientations, presentations, various tabling opportunities, and other events representing Campus Recreation.
- Assist the Program Coordinator of Membership and Communication with communication efforts reaching the Campus Recreation membership base.
- 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.
- 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.
- Distribute marking materials throughout campus as needed and directed by the Program Coordinator of Membership and Communications.
- Work with Campus Recreation professional staff as individual clients.
- Uphold Campus Recreation's mission, vision, and values in all projects and communications.
- Work collaboratively with other student marketing team employees and independently on assigned projects.
- 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.
- Enthusiasm about fundraising, sponsorships, donations and partnerships
- 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
- Proactive and resourceful with a 'can-do' attitude
- 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
- Uphold service ethic, professional appearance standards, and Emergency Action Plan response.

Preferred Qualifications

- Previous experience including an advanced skillset in public speaking, especially in tabling and presentations.
- Previous experience managing and executing a fundraising campaign.

- 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 \$11.30/hr.