

# Graduate Assistant – Marketing and Outreach Campus Recreation

## Position Summary

The Graduate Assistant-Marketing is responsible for coordinating advertising, marketing, and promotions for Campus Recreation programs, services, and special events.

## Supervisor

Reports to the Assistant Director- Marketing and Outreach

## Essential Functions

1. Coordinate special events for Campus Recreation and collaborate with university departments on campus wide events.
2. Maintain social media outlets using Sprout (Instagram, TikTok, Facebook, YouTube, X) for promotions and advertising.
3. Maintain the Campus Recreation website and keep up to date on website design and appearance.
4. Develop and create a marketing plan to promote, enhance and develop interest in programs, services, and facilities offered by Campus Recreation.
5. Keep TV/Kiosk information up to date with events, programs, employee, and member spotlights.
6. Coordinate with Campus Recreation Administrative Staff to assess marketing needs for all areas within Campus Recreation and seek feedback regarding print and web materials.
7. Supervise the Marketing Assistants, Content Creators, Videographers/Photographers, and Graphic Design student employees. Delegate tasks and provide timely feedback regarding performance and project deadlines.
8. Assist in the recruitment and hiring of marketing student staff as needed.
9. Keep current with computer technology and software including design software (i.e., Web Press, Adobe Creative Suite, InDesign, Canva) needed to develop promotional materials both in print and digital media.
10. Maintain inventory of printing supplies and equipment. Request supplies and/or equipment, as needed.
11. Research and assist in the purchase of promotional items.
12. Coordinate the distribution of fliers and/or promotional items, print and digital, across campus.
13. Create and maintain connections with other university departments to present up-to-date information.
14. Facilitate submissions to various Missouri State newsletters/blogs on behalf of Campus Recreation.

## Other Responsibilities

1. Assist with special projects and other assignments as requested (SOAR).
2. Attend all required meetings: division and department wide.
3. Serve on internal and University committees, as needed.

## Education, Experience, and Skills Required

1. Must meet all requirements outlined in the Graduate Assistantship contract signed at the beginning of the year.



2. Technological expertise, design experience, and experience with Adobe Creative Suite is preferred.
3. Good communication, customer service, organization, leadership skills, and public speaking skills.
4. Required to work 20 hours per week.
5. Report to work two weeks before the start of the fall semester; one week before the start of spring semester. Summer semester is not required, but highly encouraged.

## Terms Available

- 1st year - Fall & Spring semesters (9-month position)
- 2nd year - With positive review
- Summer - Possible employment

## Application Procedures

- Please complete this [application](#) and attach all pertinent application materials.
- Pertinent application materials:
  - Official Graduate Assistantship Application
  - Resume
  - Cover letter
  - Any certifications

If you have any questions about the position or program, feel free to reach out to Campus Recreation at [campusrecreation@missouristate.edu](mailto:campusrecreation@missouristate.edu).