

UNIVERSITY RECREATION  
JOB DESCRIPTION

Department:	University Recreation
Title:	<i>Graduate Assistant - Marketing</i>
Reports to:	Associate Director
Current position holder:	
Location:	1019 Joe Frank Sanderson Center
Last review:	May 2024

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**Function**

The primary function of the *GRADUATE ASSISTANT - Marketing* is to assist with developing and implementing a marketing plan to promote University Recreation programs and services.

**Responsibilities and Duties**

1. Develop and implement a marketing plan for the department. This includes, but is not limited to, serving as a liaison with student media groups; promoting programs through student media; promoting all aspects of the department as appropriate; marketing through social media, student newspaper, student radio, table tents, flyers, brochures, calendars, etc.
2. Represent the department at various campus functions such as the Student Activities Fair, New Employee Orientation, etc. Also, make presentations as requested for student organizations, faculty/staff organizations, and classes.
3. Maintain accurate and up-to-date program records. Prepare monthly and annual reports.
4. Attend all departmental and divisional meetings.
5. Assist with short- and long-range planning for all areas of the department.
6. Serve as the liaison between University Recreation and Student Affairs Marketing and Communications, and other campus units.
7. Represent University Recreation on the Student Affairs Marketing Committee and the Student Affairs Programming Committee.
8. Perform additional duties as requested by the Director.

**Qualifications**

1. Be accepted as a graduate student by the Graduate School within any academic unit of the university
2. Experience in human relations highly desirable
3. Proficiency in written and oral communication skills and utilization of computers for social media and graphic design.

**Supervision Received**

The Marketing GA receives oral and written instructions from the Associate Director and the Director.

**Supervision Given**

The Marketing GA directly supervises student employees needed for program marketing.

**Relationships**

In providing leisure services to the university community, the Marketing GA works in cooperation with other University Recreation professional and student staff members and many departments of the university including College & School Relations, Housing & Residence Life, Human Resources, Physical Education, Student Media, and Student Life.