

Department of Recreational Sports Advancement & Assessment – Marketing Assistant

The Department of Recreational Sports at Oregon State University is committed to achieving excellence through cultural diversity and actively encourages applications from women, persons of color, and individuals from other underrepresented groups. Interview questions will be developed based on the information in this job description. This position is available to individuals that demonstrate exceptional leadership skills and have maintained clean and positive employee files.

Department of Recreational Sports Mission Statement

We strengthen the University by providing quality recreational and educational opportunities that foster healthy living.

Definition and Purpose

The Marketing Assistant works directly with the Recreational Sports Marketing and Communications Manager and Advancement and Assessment staff to track and execute print and digital marketing projects. This position utilizes multiple software applications to coordinate projects, track time, manage digital slides, reserve marketing physical space, and measure marketing resource allocation and efficacy. Additionally, the Marketing Assistant promotes Recreational Sports programs and services by distributing marketing materials throughout campus venues and digital signs as well as representing Rec Sports at campus events (e.g. campus visit programs).

Department of Recreational Sports Employee Expectations

- Model, promote, and consistently enforce policies for the Department of Recreational Sports
- Maintain written and oral communication with staff members, supervisors, and administrative staff
- Maintain required certifications
- Attend orientation sessions, staff meetings and in-service trainings
- Maintain and promote a safe and fun environment for all participants and staff
- Provide quality customer service to all patrons

Position Duties and Responsibilities

The responsibilities and duties of the Marketing Assistant include but are not limited to the following:

I. Project Management

- a. Collaborate with the Marketing Manager to help ensure that projects from the marketing promotion plan and digital content calendar, along with graphic design/new media requests are completed on time and per specifications. This involves:
 - Processing Graphic Design & New Media requests
 - Entering projects into project management software and monitoring timelines
 - Entering and reconciling projects using EMS Event Management software
 - Entering and monitoring staff hours in time management software
 - Provide peer review of projects (e.g. graphic design projects, communication pieces, videos, etc.)

For more information go to: recsports.oregonstate.edu
For alternative formats or accommodations related to a disability,
please contact Tina Clawson at 541-737-6830 or
Tina.Clawson@oregonstate.edu.



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II. Measurement & Reporting

- a. Utilize Google Analytics and metrics from social media channels (e.g. Instagram, Facebook, Twitter, and Snapchat) to maintain digital marketing reports
- b. Reconcile printing and other expenses using EMS and a detailed budget expense sheet
- c. Assist with market research, which may include but not be limited to facilitating and conducting surveys, focus groups, and field intercepts

III. Digital and Print Collateral Coordination

- a. Post and manage content on Rec Sports' digital signs
- b. Make digital sign and physical space reservations for other campus venues
- c. Distribute marketing materials throughout Rec Sports and other campus venues as specified per the marketing plan

IV. Digital Communications

- a. Use the Drupal content management system to fix and update areas of the Rec Sports' website
- b. Collaborate with the New Media team on frequent audits of the Rec Sports' website
- c. Coordinate the reservation and execution of Rec Sports' content on Rec Sports' and campus partners' digital newsletters (e.g. OSU Today, UHDS, etc.)
- d. Upload, proofread, and edit Rec Sports information on campus event calendar
- e. Measure and research meaningful Rec Sports statistics and provide to graphic design for the creation of infographics
- f. Support New Media videographer/journalist on some projects which require extra staffing; play support role in logistics/planning

V. Promotional Event Support

- a. Participate in all on-campus visit programs (e.g. Fall Preview, Beaver Open House, Spring Previews and START Orientations during the summer)
- b. Support Rec Sports units by providing helpful and positive information about Rec Sports programs and services at various information tabling events
- c. Support Advancement team in preparing all event day logistics and items ready

VI. Departmental Support

- a. Maintain the Rec Sports marketing storage room, promotional items, publications, and digital files
- b. Research and work with vendors to obtain price quotes and order items
- c. Upload, proofread, and edit Rec Sports information on campus event calendar
- d. Other duties as assigned



Minimum Qualifications

The minimum qualifications of the marketing assistant position include but are not limited to the following:

- Good academic standing with a minimum 2.5 GPA
- Demonstrated ability to organize and complete tasks in a timely manner
- Demonstrated ability to work independently and as a team member
- Excellent oral and written communication skills
- Awareness and appreciation of individual uniqueness and diversity
- Demonstrable comfort with technology (i.e. quickly learning and gaining proficiency in software you were otherwise unfamiliar with). Proficiency in Microsoft Office (Excel, Word, PowerPoint).
- Ability to effectively and positively represent OSU and Rec Sports

Preferred Qualifications

- Enrolled in a marketing, business, communications or related degree area of study

Education

Must be a currently enrolled Oregon State University student.

Certifications

First Aid, CPR/AED for the Healthcare Provider and DRS Bloodborne Pathogens certifications will be required before employment begins.

Hours/Schedule

8-10 hours per week Monday – Friday, 8am-5pm. Early morning, late night, and weekend hours may be required in rare circumstances. Employment during the summer term and academic break periods is negotiable.

Compensation

Student employees are paid an hourly wage consistent with the OSU Student Employment Pay Rate Guidelines. The Department of Recreational Sports identifies pay ranges based upon job duties, level of responsibility and complexity of the work to be performed.

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