Marketing Program Assistant
University Recreation
NC State University

The mission of University Recreation is to inspire a culture of wellness by providing quality, innovative and inclusive collegiate recreation programs, services and facilities that promote healthy, active lifestyles to enhance student success.

University Recreation commits to foster a learning environment for our student employees that cultivate the skills of ethical reasoning, critical thinking, teamwork, initiative and professionalism. Programs and facilities are student run with professional coaching. The goal is to help develop student’s transferable skills and create a supportive and challenging environment for them to succeed in and out of the classroom.

University Recreation is seeking enthusiastic students to lead the Marketing team by assisting in the communication and promotion efforts of department programs and services.

Responsibilities

• Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver) software to create various print and digital marketing material
• Distribute various marketing material throughout Carmichael Complex that highlight recreational programming and services
• Moderate and create content on University Recreation Social Media platforms
• Knowledge of University Recreation branding procedures and Marketing strategy
• Maintain inventory of all Marketing Supplies
• Contribute and participate in monthly staff meetings
• Understand and enforce University Recreation and Area Specific policies and guidelines including Marketing Visual guidelines and Social Media Standards
• Design and facilitate required trainings
• Develop professional relationships with co-workers, participants and guests
• Hire, train, evaluate and supervise area team
• Create staff schedules
• Develop professional relationships with co-workers
• Uphold and exceed the expectations of University Recreation Core Competencies: ethical reasoning, critical thinking, teamwork, initiative and professionalism
• Assist as needed in all required departmental functions

Department Required Skills

• Ability to lead and supervise a team
• Demonstrated ability with Adobe Creative Suite and Associated Press Style writing
• Knowledge of University Recreation Programming and Services
• Excellent interpersonal communication skills and public speaking skills
• Experience with digital photography and using a DSLR camera
• Commitment to customer service
• Demonstrate integrity, ethics and commitment to diversity and inclusion
• Maintain clean, appropriate and professional attire
• Commitment to promoting healthy, active lifestyles
• Encouraged to participate in student professional development opportunities
Qualifications & Certifications

- Current full-time NC State student
- Minimum 2.5 GPA
- Employed by Marketing Area for minimum of one (1) academic semester.

AA/EOE
NC State University is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, gender identity, age, sexual orientation, genetic information, status as an individual with a disability, or status a protected veteran. Individuals with disabilities requiring disability-related accommodations in the application and interview process, please call 919.515.3148.

Final candidates are subject to criminal & Sex offender background checks. Some vacancies also require credit or motor vehicle checks. NC State University participates in E-Verify. Federal Law requires all employers to verify the identity and employment eligibility of all persons hired to work in the United States.

For More Information
- University Recreation Website, recreation.ncsu.edu

Reports to the Marketing and Communications Specialist