



JOB TITLE: Marketing Assistant
DEPARTMENT: Utah State University Campus Recreation
REPORTS TO: Coordinator of Marketing

Job Summary

The Marketing Assistant position at USU Campus Recreation is a student position designed to assist Campus Recreation's marketing strategy. The position will mainly focus on designing creative, promotional content in order to inspire students to participate in Campus Recreation programs. These programs include: Aquatics, Club Sports, Recreation Facilities, Fitness, Intramural Sports, and Outdoor programs.

Job Duties

- Work with the Coordinator of Marketing to develop social media campaigns and content to increase engagement and promote the growth of Outdoor Programs
- Create and schedule social media content on various platforms (Instagram, Tik Tok, Facebook, Twitter)
- Monitor and engage with various social media accounts
- Create marketing material, such as flyers, TV displays, posters, etc
- Attend events to capture photos or share highlights on social media
- This position description indicates the general nature and level of work performed by employees within this classification. It is not designed to contain or be interpreted as a comprehensive list of all duties, responsibilities, and qualifications required of employees assigned to the position.

Qualifications

Required

- Prior experience with social media
- Prior experience with photography and videography
- Basic understanding of marketing strategies
- Current Utah State University student on the Logan campus

Preferred

- Pursuing a degree in multimedia, journalism, graphic design, art, marketing or other related fields
- Any previous advertising or marketing experience is helpful

Position Details

- The position reports to the Coordinator of Marketing
- Hourly wage starts at \$9.75/hour



- Employees can expect to work 10-15/hours per week
- Employees will be required to work some weekend and/or night shift

About Campus Recreation

The Department of Campus Recreation at Utah State University is housed in the Division of Student Affairs and is one of the most dynamic growing departments on campus. Campus Recreation provides wellness and healthy lifestyle-oriented programs, events, and services to Utah State University students and employees via five program areas: Aquatics, Fitness, Club Sports, Intramurals, Outdoor Recreation. Facility operations supplement the program area functions and provide seamless customer service to USU students, employees, and the community. Campus Recreation creates opportunities for students to enhance the college experience through play, wellness, and adventure. To learn more about Campus Recreation, visit our website at campusrec.usu.edu.