Job Summary
The PR/Marketing Specialist position at USU Campus Recreation is a student position that is designed to supplement the department’s current communications plan. The position will mainly focus on managing and maintaining the department’s online presence. Campus Recreation is home to the Aquatics, Club Sports, Recreation Facilities, Fitness, Intramural Sports, and Outdoor Recreation programs.

Key Responsibilities
• Create content for the department’s social media accounts.
• Maintain current social media strategies in the department’s communications plan.
• Track growth and message effectiveness for all social media accounts.
• Schedule and create an editorial calendar for content to be shared on social media.

Eighty percent of the employee’s time will be dedicated to maintaining and growing the department’s social media presence across the six programs, as well as meeting with department professionals to assess communication needs. Twenty percent of the employee’s time will be dedicated to distributing printed materials across campus in the form of yard signs, flyers, posters and hanging banners.

Position Details
• This position will report directly to the directors of campus recreation.
• Employee is expected to work 20 hours per week.
• Hourly wage negotiable depending on experience.

Required Skills and Qualifications
• Exceptional writing and speaking skills.
• Creative and self-motivated individual who can work with a limited set of instructions.
• Current Utah State University student on the Logan campus.
• Prior experience with multiple social media platforms and how they work to achieve a communication plan’s goals.

Preferred Skills and Qualifications
• Pursuing a degree in journalism, communications, marketing or English.
• Be a sophomore or greater in school.
Experience with Adobe Creative Suite.
Experience with website content management software and/or HTML.