DEPARTMENT: CAMPUS RECREATION

JOB TITLE: Marketing Assistant

REPORTS TO: Campus Rec Marketing

Job Summary
The Marketing Assistant position at USU Campus Recreation is a student position that is designed to assist the department’s current design and 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.

Key Responsibilities
- Work with the Coordinator of Marketing to design promotional materials such as posters, flyers, banners, TV displays, magazine/newspaper ads, website images, etc.
- Take pictures and capture video at different Campus Recreation events; some during non-traditional work hours
- Post, monitor and engage on various social media accounts and platforms
- Create and edit videos to highlight Campus Recreation’s fun and exciting atmosphere
- Perform other duties as assigned

Position Details
- This position will report directly to the Campus Recreation Coordinator of Marketing
- Employee can expect to work 10-20 hours per week
- Hourly wage starts at $9/hour

Required Skills and Qualifications
- 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 Skills and Qualifications
- Pursuing a degree in multimedia, graphic design, art, or marketing
- Any previous advertising or marketing experience is helpful