Graduate Assistant, Marketing

Job Description
The primary responsibility of the Graduate Assistant for Marketing is to work directly with the Associate Director of Programs and Assessment to enhance the overall marketing for the Campus Recreation Department. This is a production/deadline-oriented position with the need for developing highly creative concepts and progressive use of marketing trends effective for a unique college audience. This Graduate Assistant will be responsible for a variety of marketing initiatives including advertising, promotions, branding, campus outreach, social media, email marketing, video creation, signage and staff training. The GA will also assist in the facility supervision which includes: Aggie Legacy Fields, HPER Building, Quad, Fieldhouse, and Aggie Recreation Center. Participating as an active team member to the USU Campus Recreation Center Staff will be the expectation of the Graduate Assistant.

Primary Duties and Responsibilities:
- Develop and manage the production and promotion of all programs, facilities and services
- Oversee graphic design projects such as posters, schedules, digital ads, and apparel designs
- Assist with the development of marketing videos and video advertisements
- Serve as department marketing liaison to student stakeholders (i.e. - Registered Student Organizations, the student newspaper, Greek Life, etc.)
- Contribute to the creation and execution of all marketing tactics, student retention and special events
- Administer the department’s social media accounts
- Contribute to website reviews and updates
- Provide photography and video support when needed
- Ability to promote the departments vision through the creation and distribution of diverse marketing materials
- Develop a working relationship with USU professional staff and support special events
- Attend regularly scheduled departmental meetings for all areas necessary
- Communicate clear and concise information as needed to patrons and guests
- Adhere to all USU guidelines and non-negotiables
- Perform other duties as assigned

Required Qualifications:
- 1+ years’ experience in program or event marketing
- Experience using Adobe software, familiarity using a variety of social media platforms, and video editing
- Must be available to work evenings and weekends
- Bachelor’s Degree Marketing, Communication, Graphic Design, Recreation or related field
- Enrollment in Utah State University Graduate Studies Program
- Must have a 3.0 GPA in the last 60 credit hours and at least in the 40th percentile on the GRE or MAT

Preferred Work Experience:
- Experience with website design and/or photography.
- Experience with event planning.
- Experience working within a campus recreational setting and direct management of student employees.

Application/ Selection Process: Applicants must submit a cover letter, resume, and three references to Daniel Lawrence- Associate Director of Programs and Assessment: Daniel.Lawrence@usu.edu (435) 797-8405.

Graduate Assistantship: $10,000 assistantship, plus full tuition, and subsidized insurance is available. Student fees/tuition differential are to be paid by the student. Up to an additional $1,000 for professional development opportunities. This position is a 10-month appointment with summer work opportunities available. Employment dates: 08/05/19 – 05/31/20 and 08/03/20 – 05/31/21. Year two is contingent upon satisfactory job performance.
Common Graduate Programs for Campus Recreation GA’s:

Department of Kinesiology and Health Science
- Master of Education in Sport and Physical Education (MEd)
- Master of Health Promotion (MHP)
- Master of Fitness Promotion (MFP)

Nutrition, Dietetics, and Food Sciences Department
- Dietetics Administration (MDA)

John M. Huntsman School of Business
- Master of Business Administration
- Master of Human Resources