

Marketing Assistant 1 & 2

Reports to:	Senior Assistant Director for Communications & Promotions, Marketing Graduate Assistant
Position starting wage:	\$9 & \$10 per hour

Campus Recreation and Wellness Program Overview:

Campus Recreation & Wellness at East Carolina University provides the following programs and services for the campus community: Intramural Sports; Physical Activity & Fitness; Informal Recreation; Club Sports; Adventure Programs; Adapted Recreation; Youth and Family; Aquatics/Safety Services, Well-Being, and Special Events. Facilities include a state of the art 150,000 square foot Student Recreation Center, an 18-acre multi-sport field complex, a Challenge Course, and a 129-acre sports complex which includes sport fields, a six-acre lake, disc golf course, boathouse, walking/jogging trails, outdoor fitness equipment, sandy beach area, beach volleyball, courts, and an Odyssey Challenge Course.

Leadership Competencies:

Campus Recreation and Wellness empowers student employees to become leaders by gaining valuable experience in the following eight leadership competencies:

Adaptability, Communication, Conflict Resolution, Effective Reasoning, Initiative, Mentorship, Self-Awareness, Organization, Professionalism, and Accountability

Position Summary:

Marketing Assistants directly support the marketing graduate assistant is a variety of daily duties. Marketing Assistant II (*Managers) will help mentor incoming interns and help guide them in their development. Candidates should possess a high level of initiative, demonstrate confidence in mentoring student interns, and have the ability to professionally interact with full-time and student staff, as well as CRW members.

Responsibilities and Duties:

Special Projects:

- Proactively initiates marketing projects within each of the departmental programs, that align with overall goals and directions of the CRW marketing plan.
- Assist marketing graduate assistant in banner, poster, other printing of materials.
- Assist with the entry of ECU Localist web page material.
- Assist in oversight for CRW's internship program.
- *Managers serve as the lead mentor to 1 or more student interns, with the guidance of the coordinator and graduate assistant.

Graphic Design:

- Utilize a variety of programs to create marketing materials for program areas to include bulletin board calendars, program flyers, and banners.

Assessment:

- Assists in the development and implementation of the Campus Recreation & Wellness (CRW) marketing plan.
- Identify emerging social media outlets trends CRW can utilize to better reach and recruit participants and nonparticipants.

- Assist with the design, collection, and analysis of data collected through various avenues including but not limited to surveys, direct observations, focus groups, social media analytics, and google analytics.
- Research and collaborate with other Campus Recreation and Wellness departments from universities.
- Conduct research and make appropriate recommendations for new marketing initiatives and projects that will enhance brand awareness of CRW and effectively promote programs/services.

Social Media:

- Marketing assistants will maintain the CRW Facebook, Twitter, Instagram, and TikTok through a designated scheduling software and organic content creation.
- Review weekly and special event social media calendars prepared by CRW Interns.
- Create/write/compile/edit content for the CRW website, Parent, and Student Affairs On Deck newsletters as well as direct email campaigns (CRW Listserv and ECU Pirate 411)
- Attend CRW special events to perform live social media coverage

CRW Outreach:

- Assist in tabling and street team activities for CRW and ECU to promote any upcoming activities and school spirit.
- Assist with presentation to designated campus groups including but not limited to COAD classes, COMM classes, residence hall coordinator meetings, etc.

Qualifications:

- Minimum one-year marketing experience
- Strong communication & organizational skills
- Basic working knowledge of social media outlets
- *Experience in public speaking and writing
- *Strong mentorship skills and initiative
- *Extensive understanding and background working with various forms of social media
- *Minimum of two years of college course work completed preferably in the Business or Communication field
- Available to work approximately 15-20 hours per week

**Marketing Managers*

Application Process:

Applications must be submitted through ECU's PeopleAdmin system. Visit ecu.peopleadmin.com, create a profile and apply for the position listed under Campus Recreation & Wellness. For further information, contact Jenny Gregory at gregoryje@ecu.edu or (252) 328-6387.

Note: Federal Law requires proper documentation of identity and employability at the time of employment. It is requested that this documentation be included with your application. East Carolina University is an affirmative action, equal opportunity employer and as such encourages applications from qualified women and minorities.