



# ECU

## CAMPUS RECREATION AND WELLNESS

### Marketing Graphic Design

#### DIVISION MISSION

Student Affairs provides programs and services that optimize student learning and leadership, builds a safe supportive and welcoming campus community, fosters the emotional growth and personal development of students, and makes a positive contribution to the overall student experience.

#### DEPARTMENT MISSION

To engage the Pirate Community in diverse recreational and wellness experiences by providing exceptional facilities, programs, and services.

#### MINIMUM QUALIFICATIONS

- Must be a current ECU student.
- Must be in good academic standing.
- Minimum one year marketing experience.
- Strong customer service & organizational skills.
- 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.
- Familiarity with Campus Recreation & Wellness programs and services, minor experience in design and photography
- Available to work approximately 15-20 hours per week

#### SCOPE OF POSITION

The marketing assistant position directly supports the Coordinator for Promotions and Student Development and the marketing Graduate Assistant. 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:*

#### *Special Projects:*

- Proactively initiate marketing projects within each of the program areas aligning with goals of CRW marketing plan.
- Manage and update the digital kiosk.
- Assist Marketing GA with development and printing of banners, posters, and other materials.
- Assist with the entry of ECU Localist web page material.
- Serve as primary oversight for CRW's Brand Ambassador program.
- Supervise and mentor one or more student interns.

#### *Graphic Design:*

- Utilize Adobe Illustrator, Photoshop, and InDesign to create marketing materials for program areas to include bulletin board calendars, program flyers, and banners.

#### *Assessment:*

- Assist 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:*

- Maintain the CRW Facebook and Twitter pages through a designated scheduling software and will maintain the CRW Instagram account as needed.
- Review weekly and special event tweet sheets prepared by CRW Interns and create tweet sheets as necessary.
- Create, write, compile, and edit content for the CRW Alumni, 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 including Polar Bear Plunge, Spring Fest, Beach Fest, ECU Open House, Get a Clue, Barefoot on the Mall, and other campus activities as needed.
- Assist with presentations to designated campus groups and others as scheduled.
- Solicit small prize donations from local businesses

As a result of being a student employee within the Division of Student Affairs, students will have the opportunity to gain the following competencies based on NACE Top Ten Skills Employers Seek and CAS Learning Domains:

- Effective Communication
- Accountability/Integrity
- Self-Awareness
- Effective Reasoning
- Mentorship
- Conflict Resolution
- Teamwork
- Adaptability/Resiliency
- Self-Awareness



# ECU<sup>®</sup>

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### **DATES OF EMPLOYMENT & COMPENSATION**

- Starting hourly rate will be \$9/hour.
- Reports to the Coordinator of Promotions, Staff Development & Special Events for Campus Recreation and Wellness.

### **APPLICATION INSTRUCTIONS**

A cover letter and resume must be submitted to Jenny Gregory at [gregoryje@ecu.edu](mailto:gregoryje@ecu.edu).

**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.