



MTSU Campus Recreation

Graduate Assistant of Marketing

Job Summary:

The Graduate Assistant of Marketing is an integral part of Campus Recreation at MTSU that is tasked with the coordination and implementation of all departmental marketing. This position reports directly to the Director of Campus Recreation and works collaboratively with all areas of Campus Recreation including but not limited to: Sports Programs, Outdoor Pursuits, Fitness and Wellness, Aquatics, and Facility Services. The Graduate Assistant of Marketing is expected to be a creative, visionary, and adaptable leader who works collaboratively to promote MTSU Campus Recreation.

Primary Responsibilities:

- Create content for and maintain all social outlets for promotion and advertising.
- Create digital collateral such as digital ads, social media graphics, short videos, and website content
- Design all digital print including: promotional flyers, posters, and banners
- Continue to evaluate and evolve the MTSU Campus Recreation marketing plan.
- Maintain the Campus Recreation website and keep up to date on website design and appearance.
- Design and order staff attire, marketing, and event t-shirts
- Coordinate with Campus Recreation Administrative Staff to assess marketing needs for all areas within Campus Recreation
- Supervise Marketing Assistants and continuously update job duties to ensure that we are creatively serving the needs of the MTSU Community
- Assist with related research, survey development, assessments, and evaluation of departmental programs
- Keep current with computer technology and software
- Create and maintain connections with other university departments to present up-to-date information
- Evaluate usage of social media platforms through measurement and analysis of platform reach and engagement.
- Serve on university committees

Additional Responsibilities:

- Attend and contribute to bi-monthly staff meetings
- Hold regular office hours
- Attend various Campus Recreation programs and events

- Attend professional conferences representing MTSU Campus Recreation
- Assist in all other areas of Campus Recreation

What We Require:

- Must have experience working with different design platforms (i.e. Canva, Adobe Illustrator, etc)
- Bachelor's degree in marketing, communications, recreation, or closely related field
- Strong written communication skills
- A collaborative mindset while also focusing on personal growth and development
- Ability to supervise and lead others while working in a dynamic and fast paced environment

What We Prefer:

- Experience working in sports or recreation marketing at the undergraduate level
- Experience in working in video production and photography
- Experience in social media oversight

Compensation: The successful candidate will receive a full tuition waiver for Graduate School as well as a \$1200/month stipend on either a 9- or 12-month contract. Any offer made is contingent upon acceptance into Graduate School.

How to Apply: Send a letter highlighting qualifications and applicable experience, a resume, portfolio, and copy of undergraduate transcript (official or unofficial). Please also include any names, emails, and phone numbers of at least two references. Send all requested information to the Director of Campus Recreation, Josh Stone, @ josh.stone@mtsu.edu