Public Relations and Marketing Assistant

Description:

The Public Relations and Marketing Assistant will assist with the promotion of the Department of Recreational Services programs, services and facilities.

Responsibilities:

• Generate publicity for programs/events via
  - Social media
  - Digital advertisements
  - Print media
  - PR tactics
  - Guerrilla marketing

• Contribute to the department’s social media presence by:
  - Increasing the following on each medium
  - Brainstorming and creating content for social media
  - Contributing to the overall social media strategy

• Assist with the production and maintenance of the program guide, e-calendar, bulletin boards, digital signage and website

• Participate in ALL special events and assist with set-up and clean-up (only exceptions are class schedule conflicts)

• Assist the Marketing Graduate Assistant and Marketing Coordinator with various tasks as assigned

Requirements:

• Interest in social media and digital marketing
• Excellent communication skills
• Solid computer skills, focusing on Microsoft Products, Adobe CS6 Products and Drupal
• Ability to work in a team-oriented environment