



VALDOSTA STATE UNIVERSITY

Graduate Assistant- Marketing & Promotions

DESCRIPTION: The Graduate Assistant will be responsible for the design, implementation and management of all marketing materials and plans for Valdosta State University Campus Recreation. The Graduate Assistant will be responsible for developing content, creating marketing plans, managing the marketing team as well as developing, maintaining and managing VSU Campus Recreation's brand. This position will also have responsibilities with wellness programming and student development.

RESPONSIBILITIES:

- Manage a team of three to six student assistants, including graphic designer, photographer, videographer, promotions representatives and team leaders
- Hire, train, supervise and evaluate student assistants
- Develop, organize and implement marketing and promotional plan; monitor & manage department website, develop and approve all print materials, and monitor TV promotional displays (REACH board & MTV U)
- Assist with developing promotional plan each semester for all Campus Recreation departments; assist with scheduling promotion dates and events on campus and making sure materials are prepared
- Assist with the development of marketing videos and advertisements
- Monitor social media accounts and plan/implement several social media campaigns each semester
- Serve as liaison for Creative Services, Print Services, The Spectator (student newspaper) and Information Technology
- Assist in developing department-wide student trainings & workshops
- Assist with coordinating and preparing the department for national, regional and state conferences
- Work cooperatively with other Campus Recreation staff members and assist with departmental special events
- Other duties as assigned

QUALIFICATIONS:

- Bachelor's Degree in Business, Marketing, Recreational Sports Administration, Sports Management or a related field.
- Excellent verbal and written communication skills, word processing, as well as strong interpersonal skills.
- Strong knowledge with Social Media Analytics; Proficient with Adobe Creative Suite 6 software emphasis in Photoshop, Illustrator, Adobe Suite, and InDesign; proficient with using a Mac and Windows computers.
- Demonstrated understanding of marketing strategies, techniques, and ability to develop marketing materials
- Proven ability to recruit, develop, lead, supervise and motivate student personnel
- Positive attitude, proven ability to work successfully with diverse populations, and excellent customer service skills.
- Qualified candidates must be accepted by VSU Graduate School in desired field of study before the final offer can be made for the position. Applicant must also have taken or must be planning to take the GRE exam.

Graduate Assistant
Marketing & Promotions



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COMPENSATION: \$8,000.00 Stipend for 10 months, Full Tuition Waiver,

LAST DATE FOR CONSIDERATION: For optimal consideration, please submit your application items before Friday, February 4th, 2022. Position will remain open until filled.

PERSON INTERESTED IN THIS POSITION SHOULD: Forward a cover letter, resume and references to:

Annalisa McCarty, Recreational Supervisor

VSU Campus Recreation

1500 North Patterson Street Valdosta, Georgia 31698

Email: ajmccarty@valdosta.edu Phone: (229) 333-5898 Fax: (229) 259-5088

Do not apply through bluefishjobs.com

NOTES: The Position is a 1-year appointment (10 month) with an additional second year based upon performance. Full tuition waived (In and out-of-state, up to 15 credit hours for fall and 15 credit hours for spring, summer tuition waiver up to 9 credit hours). Salary based on 10 month period (Fall/Spring). Summer hourly employment is also available. Must pay student fee (approximately \$1,100). Position is contingent upon the applicant's acceptance to the Valdosta State University Graduate School.

CAMPUS RECREATION
DIVISION OF STUDENT AFFAIRS