

# Recreation/Intramural (Rec/IM) Marketing Assistant - Eastern Michigan University

**Department:** Recreation/Intramural Sports, Division of Student Affairs

**Pay Rate:** \$13.73

**Duration:**

## **Position Overview:**

The Recreation/Intramural (Rec/IM) Marketing Assistant will play a vital role in promoting and publicizing Rec/IM programs, events, and services to the Eastern Michigan University community. This position will support the department in centralizing its marketing and promotional efforts, ensuring accurate and timely dissemination of information to students, faculty, and staff. The successful candidate will be responsible for a variety of administrative and creative tasks, contributing to the overall engagement and participation in Rec/IM activities.

## **Available Positions:**

- **Marketing Manager (4-12 hrs/ week):**
  - Provide EMU Rec/IM management with a detailed monthly marketing report detailing current and previous marketing statistics as well as offering actionable recommendations and analysis.
  - Submit program descriptions and event details to EMU Today and other relevant campus communication channels.
  - Manage and update the Rec/IM presence on the Engage EMU app, including posting events, engaging with students on the campus wall, and responding to event-related inquiries.
  - Update the webpage, ensuring accurate information, news updates, and event promotion.
  - Maintain a communications schedule that includes all content to be released on all EMU Rec/IM marketing channels (Discord, social media platforms, and on-campus promos)
  - Assist in the execution of annual marketing campaigns and promotional initiatives for Rec/IM programs.
  - Distribute and promote divisional surveys and gather feedback from participants.
  - Assist in the organization and dissemination of branded Rec/IM items, such as promotional giveaways and informational materials.
  - Manage and grow the social media presence for all Rec/IM programs and services.
  - Interact with followers, respond to comments and messages, and foster a positive online community.
  - Stay up-to-date on social media trends and best practices.
- **Content Producer (3 roles available for the respective program areas, (4-12 hrs/ week):**
  - Develop and produce high-quality content, including photos, videos, graphics, and written posts, for social media platforms (Instagram, Facebook, TikTok, etc.), the Rec/IM website, and the Engage EMU app.
  - Capture engaging visuals of Fitness classes, Intramural Sports games, Wellness workshops, and other related events.

- Create short-form videos showcasing program highlights, participant testimonials, and instructional content.
- Write compelling captions, blog posts, and newsletter articles to promote programs and share wellness tips.
- Update the content calendar to ensure consistent and timely posting.

**Required Skills:**

- Excellent written and verbal communication skills.
- Proficiency in Google Applications (Docs, Sheets, Slides, etc.).
- Familiarity with or willingness to learn Canva.
- Experience utilizing Instagram, Facebook, X, TikTok, Youtube. Etc.
- Strong organizational skills and attention to detail.
- Ability to manage multiple tasks and meet deadlines.
- Ability to work effectively in a team environment.
- Demonstrated ability to work independently and take initiative.
- Ability to work in person in the Rec/IM building.

**Preferred Skills:**

- Experience with content creation.
- Knowledge of recreation and the Rec/IM.
- Experience with social media marketing.
- Experience with Adobe Creative Suite.