

Marketing Student Coordinator



Hours/Schedules:

Flexible schedule.

Description:

Campus Recreation has one student coordinator or intern for each of our major program areas, as well as for our facilities, and departmental marketing. Coordinators work roughly 10 hours a week assisting professional staff with administrative tasks, staff management, event planning, and projects in the area they coordinate. Most coordinators serve for both semesters in an academic year.

Duties & Responsibilities

Communication:

- Maximize Campus Recreation awareness and engagement across the UMW community
- Communicate frequently between the other program coordinators, communication and graphic designer interns, and professional staff

Team Work/Collaboration

- Represent Campus Recreation at tables on campus to promote upcoming events and initiatives
- Approve marketing designs created by the marketing intern team

Leadership

- Oversee the Campus Recreation student marketing team made up of one graphic design intern and one communication intern

Digital Technology

- Develop a strong departmental brand and implement marketing strategies
- Create a marketing plan (to include social media, posters, in person tabling, chalking, rock-painting, TVs, etc.) for the semester and delegating action items
- Gather information for marketing materials including photos, videos, facts, text content, etc.

Preferred Qualifications

- Previous marketing internship is required
- Experience working in a customer service setting
- Experience working in a campus recreation facility setting
- Excellent time management and organizational skills
- Strong oral and written communication skills
- Demonstrated leadership qualities

- Ability to exercise good judgment
- CPR and First Aid certified