

JOB TITLE: Campus Recreation Marketing Assistant

SUPERVISING OFFICE: Campus Recreation

CONTACT PERSON: Chelsea Robinson

CONTACT PERSON'S EMAIL: robinsoncn@longwood.edu

START DATE: Fall/Spring start date is the week before school begins. Summer/Winter start date is the week before the semester ends.

BRIEF DESCRIPTION: Assisting the Marketing Supervisor develop and implement the campus wide marketing program for the department

REQUIRED QUALIFICATIONS:

- Must maintain a cumulative 2.0 GPA.
- Experience in marketing, communications, or related field
- Experience or interest in Campus Recreation
- Flexible schedule to work events during non-business hours (evenings and weekends)
- Preferred experience with social media content creation, photography, video design, and/or graphic design software

JOB RESPONSIBILITIES:

- Assist the marketing supervisor in all of the following:
 - Develop and implement an annual marketing plan that includes; promotional materials, community outreach, media relations, and assessment plan
 - Develop marketing and promotional materials for the department and for program areas and facilities (social media graphics, brochures, flyers, table tents, print ads, posters, etc.)
 - Coordinate the department's involvement with campus wide events (Family Weekend, Wellness Fair, presentations to student organizations, admissions events, etc.)
 - Lead marketing events for campus recreation committees (staff banquet, late night events, and powerlifting competitions)
 - Submit events, announcements, and information to weekly emails/tv's
 - Liaison with campus media through personal interactions, media releases and articles
 - Maintain an interesting, informative, and up-to-date web presence for the department (web page, social media, etc.)
 - Assist with video series development

APPLICATION PROCESS:

- Go to <http://www.longwood.edu/recreation/student-employment-opportunities/>
- Open **Student Employment Application (pdf)**
- Fill out form, making sure the right position is listed
- Submit application to campusrec@longwood.edu or in person/by mail to:
Longwood University Campus Recreation
304 Health and Fitness Center
201 High St.
Farmville, VA 23909

SELECTION PROCESS

- Fall Applications due by 1st Wednesday in April.
- Spring Applications due by 1st Wednesday in November.
- May have seasonal work opportunities in Summer and Winter.

- To be considered for the time of year applying to, applicants should submit their application by the due date listed above, however Campus Recreation will accept all applications at any time and may reach out at any point in the year to applicants.