

Job Title: Campus Recreation Internship- Marketing Assistant

Work Schedule: Monday - Sunday 7a-10p with occasional weekends

Hours per week: 8-12

Individuals must be able to commit at least 8 hours per week.

Supervisor: Director of Campus Recreation

General Statement of Duties

Social Media will be responsible for a variety of communication-related duties that assist the Campus Recreation Department in developing and managing marketing strategies for department programs and facilities through social media, representing Campus Recreation at on- and off-campus events and assisting with photography.

Typical Responsibilities

- Manage the overall presence of Rec Sports on various social media platforms, including, but not limited to, Twitter, Instagram, YouTube, etc.
- Assist in final review of all social media informational and promotional content on all Campus Recreation social media outlets at least 1 week prior to post date.
- Manage cross-promotional efforts between the social media sites of various areas within the department by doing monthly check-ins with each area and brainstorming about what to push.
- Keep up with the latest trends in the fast-moving/changing social media environment
- Manage the organization, setup, and representation of Campus Recreation at resource tables and other on-/off-campus events, including New Student Conferences, Open House, etc.
- Create and manage the photography schedules at the beginning of each semester for all requested areas of the Campus Recreation including, but not limited to, Intramural Sports, Facilities, Strength & Conditioning, Fitness, Aquatics, Sport Clubs, etc.
- Follow best practices and review all Social Media & Events
- Other duties as required

Experience and Abilities

- Proficiency using the Internet, smart phones, and various smart-phone apps
- Knowledge and experience managing a variety of social media platforms for a business (Facebook, Twitter, and Instagram are required)
- Investigative personality that will seek out new trends, applications, and best ways to utilize social media
- Experience using a DSLR camera
- Knowledge of the UNCP Campus
- Excellent communication and public relations skills; ability to represent the department professionally in public is a must
- Thorough knowledge of all areas within Rec Sports and their current offerings/schedules

Pay Scale

\$9.00-11.00/hr

Learning Outcomes

1. Students will employ organizational skills to create and manage the photography and resource table schedules and communicate effectively with those impacted.
2. While representing the department students will demonstrate friendly and responsive service, provide correct information, and articulate thoughts clearly and effectively.
3. Students will demonstrate punctuality, dependability, and responsiveness; complete assigned tasks fully, correct errors that occur, and work productively with peers and full-time professionals.