

## UTC Campus Recreation Marketing Interns

- ❖ Ability to work 10 office hours per week
- ❖ Schedule posts, control equivalency for programs' advertising and post to all social media outlets
- ❖ Operate the UTC Campus Recreation App, including updating its content and creating, scheduling and sending push notifications to users
- ❖ Regularly monitor the website for creative improvement opportunities, as well as any needed updates
- ❖ Monitor and update the UTC Campus Recreation Calendar

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- ❖ Collaborate with professional staff to coordinate for any Campus Recreation special events, including assisting in pre-planning and advertisement of the event, as well as day-of promotion and event coordination.
  - ❖ Create and distribute print materials
  - ❖ Table at the University Center weekly to distribute promotional materials and engage in word-of-mouth marketing opportunities
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- ❖ Create and update materials for the University Center marketing board
  - ❖ Attend other major University events in which there are promotional opportunities available
  - ❖ Help to establish the weekly Rec Report, including creating program and student employee spotlights, gathering information to promote and keeping up with any upcoming events and important dates