

Campus Recreation Student Marketing Supervisor

Overview

The CRSMS position is expected to begin on August 1, 2015 at a pay rate of \$8.50 per hour. Hours worked in totality for Campus Recreation Department shall not exceed 30 hours/week.

The main objective of the Campus Recreation Student Marketing Supervisor is to provide adequate marketing coverage for the entire Campus Recreation Department. The CRSMS will also be responsible for supervising 2 – 5 Campus Recreation Student Marketing Interns. The expectation of the CRSMS is to organize, plan, and delegate tasks among the Campus Recreation Marketing Team.

Responsibilities

- ❖ Rec Report
- ❖ Social Media
 - ✓ Twitter
 - ✓ Facebook
 - ✓ Instagram
 - ✓ YouTube
 - ✓ Flickr
- ❖ Word of Mouth Marketing
- ❖ Campus Recreation flyers/posters
- ❖ University Center Tabling
- ❖ Coverage of Campus Recreation special events
- ❖ 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
- ❖ Attend other major University events in which there are promotional opportunities available
- ❖ Recruit, hire, train, supervise and evaluate Campus Recreation Marketing Team Interns

Objectives

- ❖ Produce a Rec Report weekly that includes coverage of all areas. This will include highlighting Campus Recreation student employee success stories, Club Sport teams, events, outstanding patrons, programs, etc.

- ❖ Create, schedule, and send three push notifications per week during prime hours that highlight various classes, trips, and other events.
- ❖ Make at least 5 different social media posts per week. This can be done on individual mediums.
- ❖ Respond to any social media comments or inquiries within 12 hours.
- ❖ Table at the UC Weekly. This will include ensuring new information is available each week.
- ❖ Create printed promotional materials for upcoming events at least 3 weeks in advance. This includes special operating hours and/or closures.
- ❖ Provide a report with constructive feedback for improvement on the App, as well as the Campus Recreation website, twice per semester. This will include researching other universities, and keeping up with colleagues in NIRSA.
- ❖ Attend at least two large University events per month that allow for promotion of our Department.

UTC Campus
Recreation
