Marketing Assistant Job Description

Applications Due: Thursday, April 5, 2018

To apply, please email the following to Assistant Director for Marketing and Outreach at jordan.burke@recreation.ucsb.edu or turn in at the Rec Sports Office:

- Job application (available at recreation.ucsb.edu/employment)
- Resume
- At least 3 portfolio pieces and/or URL for online portfolio

Job Description:
Marketing Assistants maintain a consistent and professional image and voice for the Department of Recreation through the use of social media marketing, copywriting, quality imagery and outreach. Candidates should possess a high level of initiative and have the ability to professionally interact with full-time and student staff, as well as participants.

Mandatory Dates:
September 22, 2018- All Rec Staff Training
September TBD, 2018 – Fun & Fitness Festival

Responsibilities:
- Contribute to the strategic development of marketing for the Department of Recreation programs, events, facilities and services.
- Write original promotional copy for outlets including, but not limited to social media (Facebook, Twitter, Instagram, Snapchat), email newsletters, website, print collateral, articles and press releases.
- Implement tabling, tours and outreach events on campus and in the community
- Assist with printing flyers, posters, banners and other marketing collateral
- Assist with distributing print collateral on campus and in the community
- Identify emerging social media and marketing trends that can be utilized to reach our audience
- Collaborate with members of the Marketing Team to create output appropriate for each promotion
- Adhere to deadlines and production schedule for promotions by managing personal weekly project flow
- Serve as a back-up photographer as needed
- Actively participate in Marketing Team staff meetings
- Other duties as assigned

**Qualifications:**

**Required:**
- At least one year experience or one year of coursework in marketing, public relations and/or communication
- Strong organizational, problem solving and planning skills
- Strong written communication skills as demonstrated through a portfolio of work
- Strong verbal communication skills
- Must be dedicated to excellent customer service
- Ability to work as part of a team and work independently
- Available to work a combination of weekday, evening, and/or weekend hours dependent on event/program needs

**Preferred:**
- Experience creating and managing marketing content
- Ability to work with a DSLR camera

**Position:**
- This position is open to currently enrolled full time or part time UCSB students
- Minimum of 10 hours per week, maximum of 20 hours per week
- Must be available to work during the summer quarter

**Pay:** $11.00/hour

*University of California, Santa Barbara is an equal opportunity/affirmative action employer. Women, minorities and persons with disabilities are encouraged to apply.*