

JCSB Department of Recreation

Marketing Job Descriptions

Marketing Student Manager:

- Oversee a student marketing team of 35+ individuals who work within divisions of Creative, Media, Brand, and Administration to increase community awareness
- Develop overall marketing strategies for Recreation and University programs to maintain a consistent department brand
- Coordinate training sessions and presentations for new team members as well as an agenda for student managers
- Initiate and collaborate with outside organizations to foster a vibrant department and university brand
- Managed relationships with the Director of Recreation, sponsorship client, and student marketing team

Admin:

Administrative Manager

- Maintain and allocate a \$250,000 marketing budget
- Process bi-monthly timecards
- Work with the Marketing Student Manager to create seasonal hiring campaigns
- Set up and conduct interviews with prospective marketing candidates
- Create and implement programs to develop and promote team culture

Administrative Coordinator

- Research relevant marketing strategies that can be implemented towards the team
- Assist with upkeep and organization of the marketing budget
- Assist with implementation of team culture programs

Creative:

Creative Manager:

Designer:

Photographer:

Head of Production:

- Manage the production side of the Creative Team (photographers and videographers)
- Schedule shoots for both photographers and videographers
- Hold weekly Production meetings that include informing new projects, updating shooting schedules, and reviewing existing projects with the team
- Have a well-developed understanding of Adobe Creative Suite programs including InDesign, After Effects, Premiere, and Photoshop
- Responsible for relaying the status of Production Team projects to the rest of the Creative Team (and Marketing Team as well)
- Work with Creative Team Manager on drafting/developing upcoming tasks

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Videographer:

- Responsible for a knowledge of pre-production, production, as well as post
- Good understanding of Adobe Premiere, After Effects, and/or Final Cut X
- Create videos that promote events, campaigns, facilities, sport clubs, and intramural sports hosted by the Recreation Department
- Take part in weekly meetings with the Creative Team to brainstorm ideas for potential campaigns
- Collaborate together as well as work individually on videos
- Familiar with Canon/Nikon equipment (and audio equipment)
- Create videos for digital marketing that will be posted on such platforms as: Facebook, Instagram, YouTube, and Vimeo
- Offer a unique look that is relevant within the realm of social media currently

Media:

Media Team Manager

- Provide oversight to the Media team and all its projects and activities.
- Develop and direct the execution of the media relations position and media activities implementation in order to promote Recreation Sports image.
- Define and develop opportunities for media innovation, connections, and extension of campaigns across digital, distribution, content, etc.
- Accountable for creating or leading the creation of content and features that directly increase the readership of recreation.sa.ucsb.edu, and indirectly, the rating and viewership of Recreational Sports and programming.

Media Content Coordinator

- Oversees all external email and social media platforms including, but not limited to, Twitter, Instagram, and Facebook.
- Creates strategies for targeting and gaining access to existing and new markets.
- Oversees promotional communications and develops tie-ins and partnerships.

Media Distribution Coordinator

- Oversees the circulation of all informational and promotional materials
- Responsible for removing outdated promotional materials in a timely manner
- Direct the distribution of Recreational Sports materials by identifying media outlets and scheduling staff.

Web Developer

- Maintain and create templates, automation troubleshooting, coverage plans, investigation and implementation of new technologies for recreation.sa.ucsb.edu using Sitefinity
- Interface with project management, creative, and other technical staff to ensure product meets both brand and user needs.

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- Perform regular review of the website to ensure content accuracy, timeliness and relevance.

Copywriter

- Responsible for generating the words, slogans, and scripts that accompany marketing visuals.
- Responsible for taking marketing briefs and generating original copy ideas that grab the attention of the target audience.
- Assist team with ideas for advertising and promotion, often thinking up names for campaigns and the slogans that appear on the advertisements and other promotional material.

Brand:

Brand Coordinator

- Research local and corporate sponsorships that mirror the values of the department's programs and events that drove and increased revenue
- Assist, plan, and strategize for the annual Fun & Fitness Festival which attracts over 6,000 student and community members of the university
- Maintain team cohesiveness and relationships for projects and events to streamline efficiency
- Debrief events and projects with Google analytics in order to maintain efficiency and revenue generation

Brand Manager

- Oversee entire Brand Team
- Hold weekly team meetings to ensure productivity and cohesiveness within the team
- Serve as the primary liaison between Brand Team and the Department's clients, making sure designs always meet our clients standards
- Oversee all areas of project management, making sure deadlines are being met and events are being marketed