

## Intramural and Recreational Sports Mission and Core Values

*Mission Statement: We serve the University through first-class recreational engagement that fosters wellness, impacts lives and generates life long memories.*

### **Job Description: Marketing Coordinator**

#### **Team Member Core Values:**

- Exceptional Quality –We hold ourselves to the highest standards in all services provided. We strive to exceed the expectations of those we serve.
- Life-Long Learning - We value active learning to enhance social inclusion, citizenship, and personal development.
- Teamwork - We work together effectively to achieve goals, while encouraging individual contribution and responsibility.
- Integrity -We take responsibility for our actions. We will communicate openly & honestly to build relationships based on trust, respect, and caring.
- Play – We are serious about making “living well” fun.

#### **Team Members Responsibility:**

- Take Pride in being a Student Employee in the IM-Rec Sports Department.
- Establish a positive rapport and relationship with Student and Departmental Staff, Members and Guest of the Facility.
- Promote Exceptional Customer Service to create a positive environment for members and guests.
- Take Initiative, be proactive, and be confident in decision making.
- Be proactive and prepared to respond to all emergency situations and follow procedure/protocol for pre and post Incident/Accident.
- Maintain a Standard of Excellence in professionalism and cleanliness.
- Serve as a key link between Members and Full-Time Staff by the enforcement of policies and procedures as set forth by the department.

#### **Area Specific Responsibilities:**

- Team Management: student staff meeting facilitation, payroll, coordinate assignments
- Social Media Content: posts, responses, account development, editorial calendar/master list management in Sharepoint
- Monitor engagement to ensure timely posts and responses
- Ensure consistency of branding
- Provide analytics and statistics that help set benchmarks and measure efficacy of social media campaigns

#### **Requirements/Qualifications:**

- Dedicate 10-15 hours/week to the success of IM-Rec Sports Marketing
- Available to work fall, spring & summer semesters
- Ability to competently, responsibly use social media to articulate specific information in multiple forums to a range of audiences
- Strong writing skills for various platforms to include Blog, Facebook and Twitter
- Work independently and dependably in deadline-driven environment
- Proofreading skills
- Detail oriented, organized

#### **Expressed Benefits:**

- Gain Work Experience
- Earn Money (\$12/hour)
- Flexible hours (in and out of the office), great pay
- Have schedule flexibility and convenience of working on Grounds.
- Acquire general work skills that may be useful to you after graduation.