

**TITLE:** Marketing Assistant

**ROLE:** The Marketing Assistant will assist the Senior Assistant Director, Guest Services and Marketing in the designated specialty area to support the mission and promotion of the Recreation and Wellness Services programs, services and facilities using university approved marketing methods and tools.

**SUMMARY OF RESPONSIBILITIES:** The Marketing Assistant main responsibilities are to contribute to the success and daily functions of the marketing team including promotional materials, advertisements, signage, and event flyers for all departmental needs based on marketing plans.

*\*Please refer to the bottom of this job description to view more detailed examples of job responsibilities and how they align to your personal & professional development.*

**PAY RATE:** \$10.75 / hour.

#### **TYPICAL WORK SCHEDULE AND HOURS**

- Schedules are assigned based on your availability. We appreciate that you are a student first.
- A typical weekly schedule will be created based on this availability in combination with marketing needs.
- Other shifts may be assigned throughout the semester based on new programs, projects and events. Maintain flexible hours to include evenings and weekends.
- Hours may range from 10 - 15 hours per week. See Weekly Working Hour Limits below.

**APPEARANCE AND DRESS:** The Marketing Assistant will be clean and neatly attired while on duty. A RecWell staff shirt and nametag (provided) to be worn as the primary outer layer, as well as khaki / jeans bottoms with no rips or holes and closed-toed shoes.

**SUPERVISOR(S):** Senior Assistant Director, Guest Services and Marketing

#### **MINIMUM QUALIFICATIONS:**

- Knowledge of social media platforms and social media marketing techniques.
- Knowledge of various marketing strategies, methods, and asset production.
- Work both independently and collaboratively with others in diverse working groups to achieve common goals.
- Strong verbal and written communication skills with coworkers, supervisors, and all RecWell patrons and guests.
- Ability to positively create a welcoming environment for all and maintain a positive attitude at work.
- Functions and communicates effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities, and cultural backgrounds.
- Demonstrating an articulation of one's own personal and professional goals, strengths, and weaknesses, and how this work experience will be a growth opportunity.
- Ability to address conflict in a professional manner through problem-solving and critical thinking.

**HOW TO APPLY:** Interested candidates must apply through Handshake.

**QUESTIONS?** Contact Jim Kraus at [jkraus8@kent.edu](mailto:jkraus8@kent.edu).

**SUMMARY OF THE MARKETING AREA:** The Marketing area is the primary area that handles and oversees all marketing efforts for Recreation and Wellness Services. Specific marketing assets include, but not limited to, the following: digital screen images, flyers, posters, webpages, advertisements, promotional items, facility signage, email newsletters, social media posts. The Marketing area staff work with all Recreation and Wellness Services staff and facilities.

**OTHER REQUIREMENTS AND EXPECTATIONS:**

- **Background Check:** Must obtain a background check outlined by the department prior to employment. All offers of employment at RecWell are contingent upon clear results of a thorough background check (will be provided upon hire at no cost). A plea of guilty to, a finding of guilty by a referee, jury or court of, or a conviction of any of the following shall disqualify an individual from being eligible for employment with Recreation and Wellness Services.
  - (1) A felony. (2) A sexual offense, as defined in chapter 2907 of the revised code. (3) An offense of violence, as defined in section 2901.01(A) (9)(a) of the revised code. (4) A theft offense, as defined in section 2913.01(K)(1) of the revised code. (5) A drug abuse offense, as defined in section 2925.01(G) of the revised code. (6) Substantially comparable conduct to (1) through (5) above, occurring in a jurisdiction outside the state of Ohio.
- **Standard Trainings:** Become certified in American Red Cross CPR/AED / FA for the Professional Rescuer, Bloodborne Pathogen Training, and other trainings as assigned (will be provided upon hire at no cost).
- **Department Trainings:** Attend all new hire orientation trainings, department (semesterly) and area trainings (monthly), and other trainings (in person and online) as needed.
- **Certifications:** Maintain all valid certifications that are required of your position and abide by FERPA / HIPPA.
- **Communication Expectations:** Adhere to communication deadlines and expectations set forth by your area supervisor or other professional staff members, including answering emails, text messages, and phone calls in a timely manner (24-48 hours).
- **Work Flexibility:** Ability to work a flexible schedule, including non-traditional work hours, and practice good time management skills.
- **Weekly Working Hour Limits:** Abide by the hourly work week limit of 28 hours maximum per week in all on campus jobs combined. For international students, 20 hours maximum per week when classes are in session, and 28 hours per week maximum when classes are not in session (summer, spring break, and winter break).
- **Emergency Response:** Ability to respond to an emergency, as outlined in the Emergency Action Plan.
- **Clean, Safe, Organized Workstation:** Maintain a clean, organized, and safe workstation and environment for student employees, patrons, and all others.
- **Policies and Procedures:** Abide by all other policies and procedures outlined by Recreation and Wellness Services, the Division of Student Life, and Kent State University.
- **Commitment and Congruency:** Commitment to Recreation and Wellness Services' mission, team culture, and values and aligning oneself with them.

**MISSION STATEMENT:** Recreation and Wellness Services is committed to providing equitable co-curricular experiences through a culture of learning, growth, and well-being in a supportive and welcoming environment.

**TEAM CULTURE:** Well-being, Supportiveness, Flexibility, Inclusivity, Integrity, and Positive Attitude.

**VALUES:** Belonging, Development, Integrity, Quality, and Safety.

**EQUAL OPPORTUNITY:** We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

### NACE Competencies for a Career-Ready Workforce:

The National Association of Colleges and Employers developed a definition for career readiness and identified eight key components to prepare college students for a successful transition into the workplace. These are some more examples of how this position will allow you to grow in each of these competencies. Some examples are “Professionalism” and “Critical Thinking”. This position’s job responsibilities will allow you to grow in each of these competencies. Please see below. Please also visit [this link](#) to see how working in the department will allow you to grow in these skillsets.

Job Responsibilities	Career & Self Development	Communication	Critical Thinking	Equity & Inclusion	Leadership	Professionalism	Teamwork	Technology
<b>Job Responsibility 1:</b> Complete assigned tasks on time and in an appropriate manner.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Job Responsibility 2:</b> Contribute to the department’s social media presence and overall social media strategy.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Job Responsibility 3:</b> Utilize necessary software in an effective and efficient manner (Hootsuite, Microsoft Office suite.)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Job Responsibility 4:</b> Assist with development of marketing strategies.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Job Responsibility 5:</b> Recognize the strengths of self and others to reach common goals and contribute positively to an inclusive environment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
<b>Job Responsibility 6:</b> Read and respond to all Department and area emails and engage in respectful, professional communication with all patrons and co-workers	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Job Responsibility 7:</b> Participate in semester evaluations to measure professional development and work competencies.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>