



**EASTERN MICHIGAN UNIVERSITY
STUDENT RECREATION
INTRAMURAL DEPARTMENT**

ESPORTS ASSISTANT (MARKETING)

PAYRATE: \$9.65/hour

MISSION STATEMENT

We are EMU ESports, a Rec/IM organization operating under student affairs. Our goal is to continue supporting our competitive teams to achieve success on a national scale, as well as develop our social gaming communities around the university to create a shared environment for everyone to come and enjoy.

BASIC FUNCTION

The ESports Marketing Assistant will provide assistance to the Graduate Assistant of ESports in various ways.

REQUIREMENTS

Communication

- Interact positively with supervisors and coworkers
- Seek out answers to questions and communicate prior to any problems
- Take direction/criticism well and deliver direction/criticism effectively

Attitude

- Must work well with others
- Have a positive, personable demeanor and treat all people as individuals

Customer Service

- Acknowledge and confirm customer's need(s)
- Maintain professional appearance
- Represent EMU positively
- Seek out positive, intentional interactions with the patrons and coworkers
- SMILE

Performs Job Tasks

- Clearly understand job expectations
- Takes initiative
- Handle emergencies/crisis calmly and efficiently
- Be able to understand and perform all policies and procedures

DUTIES

- Meet Eastern Michigan University requirements for student employment on campus
- Learn, comprehend, and practice all policies and regulations of the REC/IM
- Remain informed of new issues and concerns by reading information in direct emails sent daily
- Act as a liaison between patrons and the department
- Attend all posted mandatory training and staff meetings

- Honor contracted schedule of hours by adhering to all attendance policies, as stated in the REC/IM Student Employee Handbook. It is the responsibility of the individual to find a substitute to cover a shift that he/she/they cannot work
- Responsible for information in the Student Employee Handbook
- Assist the building supervisor and/or professional staff with special projects and assignments as needed
- Report to work 5 minutes prior to shift changes, to receive special instructions
- Update social media pages on a daily basis
- Execute marketing campaigns with the Rec/IM and esports
- Actively plan/execute marketing campaigns for esports events
- Complete other duties as assigned

SUPERVISION RECEIVED

Supervision is received from the Graduate Assistant of ESports.

QUALIFICATIONS

- Detail-oriented individual is desired
- Flexibility in scheduling is required
- Familiarity with Microsoft Office is required
- Familiarity with social media platforms (Twitter, Instagram, Facebook, etc.) is required
- Previous marketing experience is a plus
- Business or Marketing major/minor or related field is desired
- Experience in esports industry is a plus
- Knowledge of Discord/Twitch systems is a plus
- Outgoing/personable attitude is desired
- Knowledge of Hootsuite and Tik-Tok is a plus

HOW TO APPLY

Please send your resume and cover letter to the email address (cspenc35@emich.edu) with the subject line "Esports Marketing - Your Name." In your email, please include why you want to work for EMU ESports.