



**EASTERN MICHIGAN UNIVERSITY
STUDENT RECREATION
INTRAMURAL DEPARTMENT**

STUDENT MARKETING COORDINATOR

PAYRATE: \$9.65/hour

BASIC FUNCTION

The Student Marketing Coordinator will be a member of a larger marketing team that provides assistance to the Marketing & Memberships Graduate Assistant.

The mission of the marketing team is to collaborate within the department and around campus to promote both physical and mental health. This requires consistent communication and the drive to actively seek out feedback, while remaining positive and open to new ideas.

Marketing Coordinators should possess the desire to promote healthy lifestyles to their fellow students and community members, while recognizing that this looks different for everyone. The Rec/IM department values diversity, promotes inclusion, and welcomes many voices to the table. All Marketing Coordinators are expected to act with integrity and treat others with dignity in every interaction.

REQUIREMENTS

Communication

- Interact with peers and supervisors in a way that is consistent with our values and [mission statement](#)
- Seek out answers to questions and openly communicate barriers to completing tasks in a timely fashion
- Promote an open and positive space for collaboration with peers, pro staff, and other departments
- Effectively reach audiences and patrons through the use of graphic design and written communication
- Communicate with Rec/IM event coordinators to solicit information for marketing at events within the Rec/IM and around campus

Customer Service

- When interacting with customers, acknowledge and confirm their needs before connecting them with the associate that can best meet those needs
- Maintain a professional appearance by adhering to the marketing team business casual dress code
- Act as a positive representative of Eastern Michigan University and the Recreation/Intramural department
- Seek out meaningful, intentional interactions with patrons and co-workers in order to promote the areas within the Rec/IM that are most essential to our community

Performs Job Tasks

- Report to your scheduled shift on time; communicate any shift adjustments immediately to the Graduate Assistant of Marketing & Memberships
- Take ownership over the scheduled events that you are responsible for; ensure appropriate marketing is available, and the marketing table is set up prior to the start of the event and is stored properly at the end of the event

DUTIES

- Meet Eastern Michigan University requirements for student employment on campus
- Learn, comprehend, and practice all policies and regulations of the REC/IM department
- Remain informed of new issues and concerns by reading information in direct emails sent to your *my.emich* and WhenToWork accounts 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 Student Employee Handbook
- Assist with event planning and management including attending University wide functions, managing the Rec/IM displays, and advertising events on campus
- Update Rec/IM website and social media on a regular basis to reflect current changes that are including but not limited to pool schedules, group fitness information, intramural and club sports information, hours, and memberships
- Maintain social media presence for the Rec/IM through various platforms
- Design new marketing initiatives to promote Rec/IM products and services
- Monitor the Rec/IM building to ensure that all advertisements and flyers are up-to-date
- Assist professional staff as needed and other duties as assigned by professional staff

SUPERVISION RECEIVED

Supervision is received from the Assistant Director of Student Personnel and the Marketing & Memberships Graduate Assistant.

QUALIFICATIONS

- Proficient in Microsoft Office Suite, Adobe Design software (Photoshop, Illustrator, InDesign, and Premiere Pro preferred), and social media platforms Twitter, Facebook, and Instagram **(classroom training is acceptably proficient for all software suites)**
- The ability to effectively correspond via written communication with the team and community
- Convey an interest and understanding of new technologies and the ability to apply them to marketing principles and strategies
- Excellent customer service skills
- Previous experience with marketing or social media is desired