



**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. Collaboration within the department means that the marketing team is responsible for all Rec/IM marketing: facility, intramural, club sports, esports, aquatics, fitness and wellness, and other general Rec/IM and campus partner information. 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.

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, video, and written communication
- Communicate with Rec/IM event coordinators to solicit information for marketing at events within the Rec/IM department and around campus

Customer Service

- When interacting with customers, acknowledge and confirm their needs before connecting them with the staff 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 at all times
- 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

- **Be open to pitching new, creative ways of marketing to the community; be respectful of the vision of others and work collaboratively in order to reach a wide and diverse audience**
- **All members of the marketing team are required to rotate coverage at campus events; this may involve working hours outside of your set weekly schedule**
- **Take ownership over the scheduled events that you are responsible for; plan and execute appropriately to ensure materials are created and readily available. Arrive to the event early in order to set up the Rec/IM-specific marketing space prior to the start of the event; properly store all materials and supplies at the conclusion of your shift**

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 .emich and WhenToWork accounts daily**
- **Act as a liaison between patrons and the department**
- **Attend all posted mandatory training and staff meetings**
- **Responsible for all policies and information contained within the Student Employee Handbook as well as the Student Marketing Coordinator training**
- **Assist with streamlining department communication by updating the Rec/IM website and social media on a regular basis to reflect current changes that are including but not limited to pool schedules, esports updates, group fitness information, intramural and club sports schedules, hours, and memberships**
- **Positively represent the Rec/IM and EMU through your physical presence on campus and the team's virtual presence on social media**
- **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 communicate to the Marketing & Memberships Graduate Assistant any 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 internally and externally**
- **Convey an interest and understanding of new technologies and the ability to apply them to marketing principles**
- **Previous experience with marketing or social media is desired, preferably with a wellness-minded messaging focus**