Position Description

**JOB TITLE:** Marketing

**CLASSIFICATION:** Part-Time

**COMPENSATION:** Stipend – see below

**DEPARTMENT:** Recreational Services

**REPORTS TO:** Marketing Specialist

**PREFERRED START DATE:** Fall Semester 2017

**DATE:** December 2014

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About Georgia State University

Georgia State University is located in downtown Atlanta, with an enrollment of over 30,000 students. The mission of the Department of Recreational Services is to promote healthy lifestyles through exceptional recreational programs, services, and facilities. On campus, Recreational Services is housed in the 161,000 square foot, $30 million Student Recreation Center (SRC). Our two off-campus sites are also managed by the department; Panthersville Recreation Complex, an outdoor lighted multipurpose athletic field area and the Indian Creek Recreation Area which includes the Lodge, Challenge Course, Outpost, an outdoor pool, event lawn, and sand volleyball court.

recreation.gsu.edu

About Georgia State University Graduate Assistantships:
The department of Recreational Services offers numerous Graduate Assistant opportunities. Our positions are designed to provide enhanced service to our patrons and programs while providing an excellent opportunity for the Graduate Student to enhance their academic knowledge and professional skills. The information below is for your review to assist in your decision on whether to apply for the position.

Tuition will be waived including out of state waiver. You are responsible for your student fees (~ $1300 as of Fall 2015) and books. Current graduate assistants are granted a 10% book discount at the GSU bookstore. You will receive a $4,500 stipend Fall and Spring semesters and up to $3,000 for Summer (depending on your appointment/hours worked). These amounts are based on 20 hours of work per week during the academic semester. This appointment is on a semester-to-semester basis dependent upon job performance and funding. Scheduling will be determined by your supervisor and will vary each semester. Academic classes will be accommodated. Please note that you do not get your first check until the last working day of September. Plan accordingly. For more information on application requirements and deadlines visit www.gsu.edu.

Job Description:
The Graduate Assistant in Marketing, under the direction of Judi Moss, Marketing Specialist, has the responsibility of maintaining all aspects of the Department of Recreational Services social media sites and assisting with the design of print media as assigned.

Primary Responsibilities:

- Assist in the development of the department marketing and promotion materials, includes but not limited to videos, social media and print media as assigned by Marketing Specialist.
- Extensive knowledge of Facebook, Twitter, Instagram and other social media platforms.
- Ability to research newest trends in marketing. Develop and implement plan as it relates to Recreational Services.
- Compose articles on news within the department for placement on the Division of Student Affairs web site along with other university electronic newsletters.
- Keep up with latest trends in marketing in a campus environment via NIRSA and other platforms.
- Maintain spreadsheet of marketing expenses.
- Compile social media stats for semester and annual report.
• Update areas of Google calendar for web site as assigned.
• Contact with Georgia state University Signal newspaper and GSTV to promote recreation articles.
• Support the philosophy of the Department of Recreational Services.
• Possess leadership and supervisory abilities.
• Ability to work independently and as a part of a professional team that collaborates effectively with colleagues.
• Ability to finish task in a timely manner and meet deadlines.

Secondary Responsibilities:
• Attend all staff meetings and trainings hosted by the Department of Recreational Services.
• Evening/Weekend work responsibility as required.
• Attend University social media meetings and training as assigned.
• Experience in use of IPAD, creating videos, photography, and editing preferred.

Minimum Requirements and Employment Terms:
• Bachelor's degree in Marketing, Graphic Design, Communications, Sports Administration or closely related field.
• Acceptance into the Masters Program at Georgia State University, pursing a degree. Must be accepted by Georgia State University to receive a position offer.
• Must maintain a 9-hour class load for fall and spring semesters; 6-hour class load during the summer semester.
• Work approximately 20 hours per week. Scheduling will be determined by your supervisor. Schedule will vary each semester. Academic classes will be accommodated.
• The appointment will be for the 2015 – 2016 academic year (Fall, Spring, Summer). The appointment is on a semester-to-semester basis dependent upon job performance and funding.
• Assume responsibility for the mandatory health insurance requirement and all student fees. www.studentinsurance.com and select Georgia State University / Pearce and Pearce