



UNIVERSITY OF GEORGIA

Recreational Sports *Student Affairs*

Marketing Graduate Assistant Position Description 2021-2022

9-MONTH POSITION BEGINNING AUGUST 2, 2021
Renewable for a second year

The Department of Recreational Sports at the University of Georgia is seeking a marketing graduate assistant to assist with the daily needs of a bustling marketing team comprised of skilled student workers and lead by the public relations coordinator. This position's primary focus will be the social media lead, but will also entail handling day to day operations. This is an excellent opportunity to not only gain job experience but also to further develop skills such as social media management, graphic design, photography and various writing styles.

Responsibilities:

- Social Media Management (40%)
 - Assist the public relations coordinator in managing the day-to-day operations of all department social media accounts.
 - Plan and schedule posts
 - Manage social media calendar
 - Assign, review and edit scheduled posts to student workers
 - Ensure posted material fits within UGA and departmental brand standards
- Marketing (35%)
 - Assist the public relations coordinator in daily marketing operations. This includes, but is not limited to: design work, event planning, orientations fairs, managing promotional materials
 - Assist with graphic design, photography & videography
 - Manage digital signs and facility bulletin boards
 - Assist students with the production of marketing materials; editing and submitting completed projects for approval
 - Coordinate with staff to ensure projects are finished according to marketing requests and by stated deadlines.

- Administrative (20%)
 - Assist with training, scheduling and development of student staff.
 - Participate in regular staff meetings and trainings
 - Enforce all Recreational Sports policies, particularly with regard to filming and photography within Recreational Sports facilities.

- Special Events (5%)
 - Assist in the planning and executing of special events including marketing strategies and materials.
 - Assist with logistics by coordinating with other university and departmental areas.
 - Provide evening and weekend coverage as needed.
 - Work cooperatively with other Recreational Sports staff members and assist with departmental special events as needed.

Requirements:

- Bachelor's degree in public relations, graphic design, marketing, advertising or related field and acceptance into a graduate program at the University of Georgia
- Demonstrated experience with social media and graphic design
- Advance proficiency with Adobe Creative Suite (Photoshop, InDesign, Illustrator) and graphic design principles
- Strong communication and organizational skills, ability to edit submitted works, attention to detail
- Knowledge of best practices for social media, photography and videography
- Flexibility and ability to work under pressure and produce work before deadlines

If you have questions regarding this position, please contact us at recsports@uga.edu.