

**Western Carolina University
Campus Recreation & Wellness
Marketing Team Job Descriptions**

Marketing Team Manager(s)

Job Responsibilities:

Assist in management of all aspects of Campus Recreation & Wellness (CRW) marketing projects including but not limited to a variety of the following: marketing plan development; flyer, poster and calendar development, as well as final-product proof; web and media development; presentations and representation of CRW at campus and regional events. Assist in recruitment, training, scheduling, supervision, and evaluation of Marketing Team members.

Requirements:

Applicants must have excellent written and verbal communication skills. In addition, applicants should be hard working, enthusiastic, and resourceful sophomores or juniors in Public Relations, Communications, Marketing, or related field and have interest or experience in at least one of the following:

- Marketing
- Management
- Public Speaking
- Journalism

Other tasks associated with the position:

- Campus presentations:
 - Health & Wellness Classes
 - CRC tours,
 - Regular & special requests (Open House, Valley Ballyhoo)
 - Residential Living programs
- Manage CRW/CRC promotions and media
- Open Communication with marketing team members
- Staff PR 'Tables' on campus
- Distribute CRW giveaways
- Digital Photography at special events
- Meet team expectations for open communication, attention to detail, strong work ethic, and meet deadlines

Develop professional portfolio of all presentations &/or publications

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PR Team

Job Description:

The Public Relations assistant positions will represent Campus Recreation & Wellness (CRW) at campus events, in print media, and other special events as needed. In addition, successful candidates will also be asked to lead group tours of the Campus Recreation Center (CRC) facility as well as presentations to WCU Health & Wellness and USI classes and other groups upon request.

Requirements:

Applicants must have excellent written and verbal communication skills. In addition, applicants should be hard working, enthusiastic, and resourceful sophomores or juniors in Public Relations, Communications, Marketing, or related fields and have interest or experience in at least one of the following:

- Digital Photography
- Public Speaking
- Journalism
- Graphic Design

Other tasks associated with the position:

- Campus presentations:
 - Health & Wellness Classes
 - CRC tours,
 - Regular & special requests (Open House, Valley Ballyhoo)
 - Residential Living programs
- Open Communication with marketing team members
- Staff PR 'Tables' on campus
- Distribute CRW giveaways
- Develop Press Releases & Public Service announcements
- Digital Photography at special events
- Meet team expectations for open communication, attention to detail, strong work ethic, and meet deadlines

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Design Team

Job Description:

The Design assistant position will be given an opportunity to apply their classroom skills in a real world application by assisting Campus Recreation & Wellness (CRW) in designing various forms of print publications and web media. These include brochures, fliers, graphics, website maintenance and other publications as assigned.

Requirements:

Students must have a solid foundation in Adobe Creative Suite to include InDesign, Illustrator and Photoshop. Knowledge of Red Dot is a plus. In addition, applicants should be hard working, enthusiastic, and resourceful sophomores or juniors in Graphics Design, Communications or a related field and have interest or experience in at least one of the following:

- Graphics Design
- Social Media Marketing
- Digital Photography
- Web Design
- Art

Team Expectations

- Ability to work independently
- Open communication
 - Programs
 - Team
 - Supervisor
- Attention to detail
- Meet deadlines

Develop professional portfolio of all presentations &/or publications