

**Binghamton University - Campus Recreational Services
Graduate Assistantship - Marketing Assistant**



The Department of Campus Recreational Services operates under the Division of Student Affairs and offers a multi-faceted program that is designed to encourage positive lifestyle choices and promote lifelong learning through both wellness and physical activity for Binghamton University students, faculty and staff. The Graduate Assistant (GA) must be a positive, engaged player on the CRS team of student and professional staff members.

This position will assist the administrative team with the development of marketing and promotional projects, specifically in graphic design, to inform students and the campus community about programs, services and events in Campus Recreation.

Description of Duties:

- ◆ Design, develop and distribute promotional marketing materials (flyers, posters, signage direct mail pieces, etc.)
- ◆ Supply information to various media outlets on campus (Dateline, B-Line, Pipe Dream, Inside, etc.)
- ◆ Manage the department's online presence including calendars, social media sites, digital signage and B-Engaged.
- ◆ Monitor and update the department's website
- ◆ Represent the Department at University functions, including orientation programs and information fairs
- ◆ Assist with photography and/or video of recreation activities and events
- ◆ Evaluate the effectiveness of marketing strategies and encourage continuous quality enhancement

Qualifications:

Candidates must be accepted into a Binghamton University graduate program for the 2019-20 academic year. Candidates with course work in marketing are preferred. Successful candidates will have strong oral, written and organizational skills. Computer proficiency in Word, Excel, and PowerPoint is required. Experience with Adobe Photoshop, InDesign and Illustrator is preferred. Candidates with previous experience in graphic design, branding, social media, content management and digital photography/video will be given first consideration.

Stipend:

This assistantship includes a base stipend for the academic year of \$10,000 paid biweekly. This position is represented by the Graduate Student Employees Union (GSEU) and the stipend includes all potential union-negotiated raises applicable for the academic year. Twenty hours of work per week is expected. Candidates may also have opportunities to earn certifications and/or attend applicable conferences, contingent upon satisfactory performance and evaluation.

Anticipated start date is August 5, 2019. Anticipated end date is May 15, 2020.

TO APPLY: Interested candidates should submit the general application on the Student Affairs website. Questions related to this position should be directed to Susan Williams at williams@binghamton.edu. Please indicate that you are applying for the Marketing position. Applications accepted through Friday, March 29, 2019.