Marketing Graduate Assistant
Date Range: August 17, 2020 – May 14, 2021

Marketing Graduate Assistant
The Department of Sports and Recreation’s Marketing Graduate Assistant will assist with the development and implementation of the department’s marketing efforts and branding. This position will have the unique opportunity to assist with a variety of marketing efforts including advertising, promotion, social media, graphic design, video creation, and has the ability to help oversee student staff. This position will play an integral role with the overall marketing of the programs and services provided by the Department of Sports and Recreation.

Responsibilities:
• Provide mentoring to the student marketing team and act as project manager for the delegation of work assignments and coordination of large marketing campaigns
• Provide assessment of social media strategy as well as analyze success of social media content through reporting
  o Development of social media campaigns/weekly scheduling
• Creating quality program materials for the department through graphic design, photography and video support when needed; maintain University and departmental brand standards
• Distribute materials across campus through tabling events to promote the department or specific events
• Demonstrate a desire to learn and apply knowledge as a Sports and Recreation Ambassador through campus presentations when necessary

Required Qualifications:
• Must be accepted into Kennesaw State University’s Master of Arts in Integrated Global Communications program
• Exhibit an outgoing personality for patron interaction, tabling events, and photography duties
• Strong interpersonal, leadership and communication skills (both verbal and written)
• Ability to problem solve, manage multiple tasks, and prioritize to fulfill scheduled tasks/projects by meeting deadlines

Preferred Qualifications:
• Preferred background or involvement with recreational sports, sports marketing or related field
• Preferred background in graphic design using Adobe software, familiarity using a variety of social media platforms
• Preferred experience with photography and video editing

Stipend and Waiver
Candidates must be a full-time student in a two-year graduate program. This program carries a full tuition waiver (instate or out-of-state), as well as a $12,000 annual stipend. This appointment will begin August of 2020 and conclude in May of 2021. The position is expected to work 20 hours per week. Student fees, school application fees, and other expenses will be the responsibility of individual filling this position. Professional development support may be provided based on opportunities available and department standards