

ASHLAND
UNIVERSITY

RECREATION & WELLNESS

Title: 2024-2025 School Year Marketing Intern

I. Job Summary

The Marketing Intern is responsible for all marketing and public relations within the Department of Recreation & Wellness. This person will update preexisting documents, as well as create new and exciting promotional materials. They will promote within the Recreation Center, around campus, and to satellite campuses, as well as throughout the community. They will work directly with members and guests providing courteous, friendly, and professional assistance, as well as dealing with any circumstances as they arise. The Marketing Intern is responsible to promote the department in every aspect. This person works closely with other intern(s), student managers, and full-time staff.

II. Job Relationship

- A. Responsible to and supervised by: Director of Recreation & Wellness

III. Responsibilities

Website

- A. Develop and maintain the website.

Social Media

- A. Manage RecWell social media sites: Facebook, X, Instagram, and YouTube.
- B. Plan, schedule, and post at least one update or promotion per week on all platforms for program offerings, events, or facility hour changes.
- C. Post across all platforms as needed to provide updates or changes to program offerings, hours, or special events.
- D. Conduct training with managers on social media usage, as needed, for daily implementation (intramural updates/facility closures).
- E. Work closely with the University social media and marketing coordinator.
- F. Create social media marketing calendar for the year.

Memberships

- A. Coordinate Member Appreciation Day.
- B. Assist in retention efforts of current members (i.e.: b-day cards).
- C. Create promotional materials for memberships.
- D. Create promotional materials for alumni memberships to give to graduating seniors.

Printed/Electronic Marketing

- A. Work with University Marketing to create, update, and distribute all departmental brochures, flyers, manuals, etc.
- B. Enhance department marketing by increasing visibility of departmental branding.
- C. Advertise programs/services/deadlines outside of the Rec Center by updating the sandwich board to promote programs.
- D. Update plasma screen promoting departmental and campus events.
- E. Keep Recreation & Wellness bulletin boards current in the facility & across campus with departmental information.
- F. Market programs on Audio Fetch & Engage.
- G. Create daily videos to be displayed on screens located in Atrium & Game Room.

General Marketing Responsibilities

- A. Approve marketing materials (from Managers/Interns) before they are sent to Marketing/Printing.
- B. Follow/update style guide to be used on all marketing components for the department.
- C. Increase awareness of department programs and services.
- D. Continue relationship with sponsorships, as well as gain new sponsorships for department.
- E. Stay current with trends through benchmarking and continual research.
- F. Develop surveys and assessments, summarize/implement findings.
- G. Balance and work within the means of the designated marketing budget.

- H. Represent department in orientations, open houses, and grad fair events.
- I. Create videos to market programs/events.
- J. Work with campus photographer to increase photo stock and strategically plan photo opportunities at department events.

IV. Position Qualifications

- A. Knowledge of philosophical foundation of Recreation & Wellness and the Rec Center.
- B. Marketing and/or communication experience preferred.
- C. Graphic design software proficiency preferred.
- D. Video editing experience preferred.
- E. Excellent verbal and written communication skills.
- F. Standard First Aid, CPR and AED certification must be current at the time of hire preferred.
- G. Knowledge of Drupal (*used to update website*) preferred.

V. General:

- A. Promote the Department of Recreation & Wellness.
- B. Work a total of 8 hours per week.
- C. Attend all employee trainings, events, and programs to take pictures/video and support department.
- D. Work with Rec Council & Assistant Director-Facility Operations to assemble employee recognition video/initiatives for end of the year banquet.
- E. Attend weekly meetings with the Director of Recreation & Wellness.

VI. Benefits:

- A. Paid \$11.45/hour for working during internship.
- B. Travel with professional staff & students to professional conferences.

Application Process

For full consideration, interested applicants should submit resume cover letter and 3 references by Monday, April 1, 2024 to:

Recreation & Wellness
401 College Ave.
Ashland, OH 44805

E-mail to: recwell@ashland.edu

Questions can be directed to recwell@ashland.edu or to Janel Molnar at 419.207.6172