

**ASHLAND**  
UNIVERSITY  

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**RECREATION & WELLNESS**

**Title: Marketing Intern** *Summer 2024*

Employment Dates: May 20-August 16

### **I. Job Summary**

The Summer Marketing Intern is responsible for all marketing for the Department of Recreation & Wellness. This person will update preexisting documents, as well as create new exciting promotional materials. They will promote programs/services within the Rec Center, around campus and to satellite campuses as well as throughout the community. The Marketing Intern is responsible to promote the department in every aspect. This person works closely with the other summer interns as well as the professional staff members.

### **II. Job Relationship**

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

### **III. Responsibilities**

#### **Website**

- Develop and maintain website.

#### **Social Media**

- Manage RecWell social media sites: Facebook, X, Instagram, and YouTube.
- Respond to questions and comments that may be posted on social media pages.
- Create a social media marketing calendar to be implemented for the summer.

#### **Memberships**

- Assist in retention efforts of current members (ie: birthday cards).
- Create promotional materials for membership.

#### **Sponsorships**

- Maintain relationships with current sponsors.
- Solidify departmental sponsorships for the school year.

#### **Printed/Electronic Marketing**

- Create, update and distribute all departmental brochures, flyers (including Intramurals, Group X, Sport Clubs, and Wellness), manuals, etc.
- Maintain Rec Center display screens & create slides to be sent to campus screens.
- Keep Recreation & Wellness bulletin boards current across campus with departmental information.
- Market programs on Engage.

#### **General Marketing Responsibilities**

- Approve marketing materials (from other Interns) before they are sent to Marketing/Printing.
- Increase awareness of department programs and services.
- Stay current with trends through benchmarking and continual research.
- Enhance department brand message by increasing visibility of logo set/motto outside of Rec Center.
- Update signage board (outside of Rec Center) to advertise upcoming programs/services/deadlines.
- Balance and work within the means of the designated marketing budget.
- Manage and implement a marketing calendar to be used by interns and full-time staff.
- Coordinate all promotional materials/handouts for summer orientations.
- Work with Facilities and Student Development Intern to promote facility rentals to the Ashland Community.
- Assist Facilities and Student Development Intern in designing promotional items for the Rec Store.

Updated: 2/27/2024

- Follow/update style guide to be used on all marketing components for the department.
- Create videos to market programs/events.
- Represent department during Summer Orientations.
- Represent department in community marketing events.
- Assist with interview/hiring process for incoming Freshmen.

#### **IV. Position Qualifications**

- Supervisory experience preferred.
- Standard First Aid, CPR and AED certification must be current at the time of hire is preferred.
- Present self as a professional both in appearance and attitude.
- Instill superior customer service mindset across student staff.
- Marketing and/or communication experience preferred.
- Excellent verbal and written communication skills.
- Knowledge of Drupal web design software preferred.
- Must have prior authorization to work in the United States without employer sponsorship.

#### **V. General**

- Promote the Department of Recreation & Wellness.
- Attend 1:1 meetings with supervisors as scheduled.
- Maintain no more than 40 hours per week through internship duties and facility employment.
  - a. 20-30 hours per week fulfilling internship duties.
  - b. 10-20 hours per week through facility employment.

#### **VI. Benefits**

- Compensated hourly wage of \$11.45/hr for all hours worked (internship and facility employment).
- Rec Center summer membership.
- Option to take a full week of vacation.
- Potential to continue working until August 25, if schedule permits.
- Assistance in securing housing may be provided by department.

#### **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](mailto:recwell@ashland.edu)

Questions can be directed to [recwell@ashland.edu](mailto:recwell@ashland.edu) or to Janel Molnar at 419.207.6172