Recreation & Wellness
Marketing and Promotions Graduate Assistant

Purpose
The purpose of the Recreation & Wellness Marketing and Promotions Graduate Assistant is to assist in the management and execution of marketing and promotional efforts of all programs offered by the Recreation and Wellness department. The Graduate Assistant will report to the Assistant Director of Marketing and Membership.

Responsibilities
The general responsibilities of the GA will include, but not limited to:

- Develop a marketing plan to promote, enhance and cultivate interest in the programs, services and facilities offered by Recreation and Wellness.
- Responsible for the update of all electronic content (website, social media platforms).
- Collaborate with all staff members to share gathered information to use for strategic market planning; goal setting for each program area.
- Assist with the planning of marketing needs for upcoming year to determine timelines for promotional campaigns, and publicity distribution.
- Assist with the development, design, and distribution of promotional material for Recreation and Wellness.
- Identify factors that indicate recruitment and retention of students, faculty and staff through recreation activities-health fairs, resource tables, public speaking, orientation sessions, etc.
- Assist with the development of short and long term marketing goals and budget for the department.
- Compile and maintain the Recreation and Wellness archives including pictures, articles, advertisements, and other materials.
- Assist with the coordination and promotion of special programs and events within Recreation and Wellness.
- Assist in the training, evaluating and hiring of student staff.
- Provide assistance with departmental sponsored Special Events.
- Assume the responsibilities of the Assistant Director when he/she is not on duty.
- Develop relationships with other departments both on and off-campus.
- Perform other duties as assigned.

Preferred Qualifications
- A Bachelor’s degree preferably in communications, marketing/advertising, recreation, or related field
- Acceptance into an Old Dominion University graduate degree program
- Registered as a full time student with 6 or more credit hours
- Marketing and promotion coursework/experience preferred
- Adobe Design Suite Experience
- Strong oral and written communication skills
- CPR, First Aid, and AED certification or the ability to obtain within 30 days of hire.

Suitable Academic Majors
Communications, MBA/Marketing, Recreation and Tourism, Sports Management, Higher Education Administration, or other closely related fields.
Hours and Wage
The GA position requires 20 hours per week on an established schedule that fits with the student’s course demands, which will include weekdays, weeknights, weekends, and some holidays. A stipend of $10,000 will be paid over the fall and spring semesters. There is a 61% tuition and fees waiver for eligible out-of-state students. A full tuition waiver will be offered for Ph.D. students. Funding for professional development opportunities is also provided. Summer employment may be available. Employment contract runs August 10, 2019 through May 9, 2020 and maybe renewed based on performance evaluation.

Application Process
Applications will be accepted until the position is filled; however, preference will be given to applications received by February 19, 2019. Please submit a letter of application, resume, three references, current GPA, and GRE score (or date when taking) to the address below. Applications submitted via bluefishjobs.com will not be reviewed

Mail: Old Dominion University
      Recreation & Wellness
      4700 Powhatan Avenue, Suite 1207
      Norfolk, VA 23529-0200

Email: recwell@odu.edu

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