

COLORADO STATE UNIVERSITY  
DIVISION OF STUDENT AFFAIRS

CAMPUS RECREATION  
**MARKETING / MEDIA / PUBLICITY**  
**GRADUATE ASSISTANT**

**Position Title**

Campus Recreation Marketing Graduate Assistant

**General Description**

The Graduate Assistant for Marketing is responsible for marketing and promotions of Campus Recreation Department programs/services/events, Student Recreation Center memberships and supervision of marketing employees.

**Primary Responsibilities**

1. Develop a thorough knowledge and understanding of University and Campus Recreation branding standards and marketing policies, guidelines, and procedures.
2. Review marketing plan to promote, enhance, and cultivate interest in Campus Recreation programs, services, and events.
3. Assist supervisor in developing short term department marketing goals and budgets. Monitor budget throughout the year.
4. Collaborate with Campus Recreation staff to share information for strategic marketing planning.
5. Coordinate advertising needs with department staff for the upcoming year to determine timelines for promotional campaigns and publicity distribution.
6. Develop, design, and distribute promotional materials.
7. Hire, train, and evaluate student marketing/graphic design staff.
8. Develop relationships with the Division of Student Affairs marketing staff, CSU Communications and Creative Services staff, and other marketing/publicity organizations on campus.
9. Compile and maintain the Campus Recreation archives including pictures, articles, and other materials.
10. Other duties as assigned by supervisor.

**Qualifications**

- Admittance to the SAHE program at Colorado State University.
- Demonstrated experience marketing products or services
- Ability to work independently on projects and in a team environment
- Demonstrated computer software skills, i.e., Word, Excel, Publisher, web maintenance
- Preferred experience in InDesign, Adobe Photoshop, Adobe Illustrator, etc.

**Selection Procedure**

Individual will be chosen following regular graduate assistantship placement interviews.  
Applicants will be asked to provide a marketing portfolio.

**Terms of Employment**

Hours per week: 20

Months per year: 10\*

Starting date: August 1

Ending date: May 30

Office hours: determined each semester with supervisor with time off during breaks negotiable

\*Two year commitment preferred

**Remuneration**

Stipend: \$1384/month

Tuition: Full tuition the first year of assistantship / In-state tuition the second year of assistantship

**Office Location**

Student Recreation Center

**Supervisor / Contact Information**

Heather VanHall

Coordinator, Membership Services

Campus Recreation

Student Recreation Center

[Heather.VanHall@colostate.edu](mailto:Heather.VanHall@colostate.edu)

970-491-1462

**Website**

<http://campusrec.colostate.edu>