

Student Marketing Manager (20003353)

Status
Pending

Recruiter
Acquisition, Talent

Status Details
To Be Approved

Department Contact
Skeel, Tara

Primary Location
United States > Pennsylvania >
Pittsburgh > 3034 Petersen Events
Center

Requisition Type
Student

Hired Candidates
0 out of 3

Job Summary and Qualifications

External Description

Description - External

The Marketing Manager will be primarily responsible for assisting in the execution of the Department of Campus Recreation marketing plan, which includes but is not limited to promotion of departmental programs, services and events, website maintenance and management of social media accounts. The marketing manager is also responsible for promoting and covering select events such as intramural sports games, club sports competitions and department sponsored special events. This position reports directly the assistant director, but is accountable for supporting the efforts of all campus recreation staff.

Primary duties include, but are not limited to:

- Management of all departmental social media accounts and responding to patron inquiries and feedback in a timely manner.
- Creation of content for social media accounts, posting and engaging with users regularly. (Facebook, Twitter, Instagram, YouTube)
- Promotion of events, programs and services via website, social media, fliers, tabling and other methods.
- Publishing of bi-weekly newsletters in coordination with the Division of Student Affairs Marketing and Communications Office.
- Researching of trending topics pertaining to campus recreation, as well as new strategies to incorporate in the department marketing plan.
- Attending and covering of intramural games, club sports competitions, group exercise classes and department events.
- Attending weekly progress meetings with the assistant director, as well as providing updates during weekly department staff meetings.
- Other duties as assigned

Qualifications - External

The incumbent must have experience with social media platforms, such as Facebook, Twitter, Instagram, YouTube, etc. Candidate must have a passion for marketing and creativity. This individual must be extremely organized and self-motivated as well as dependable and responsible. This candidate should also possess excellent verbal and written communication and interpersonal skills. Responsibilities may require the application of basic organizational and/or more technical knowledge, operation and accountability for more complex equipment or performing routine tasks. Finally, this candidate should be able to work independently as well as a team player.

Internal Description

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