

Communications and Promotions Graduate Assistant

PROGRAM OVERVIEW

Campus Recreation and Wellness at East Carolina University provides the following programs and services for the campus community: wellness, intramural sports, physical activity & fitness, informal recreation, club sports, adventure leadership programs, summer camps, and special events. Facilities include a state of the art 150,000 square foot Eakin Student Recreation Center; 30,000 square foot Health Sciences Student Center; an 18-acre multi-sport field complex; a team challenge course; and a 129-acre sports complex which includes eight sport fields, a six-acre lake, disc golf course, boathouse, walking/jogging trails, outdoor fitness equipment, sandy beach area, beach volleyball courts, and an Odyssey challenge course.

THE UNIVERSITY

East Carolina University is a constituent institution of the University of North Carolina System and has an enrollment of over 27,000 students, making it North Carolina's fourth largest institution of higher learning. The main campus is adjacent to uptown Greenville, NC, a city of over 90,000 people. Greenville is the hub of the eastern North Carolina coastal plains and a business, medical, and educational center. It is 80 miles east of Raleigh, the state capital, accessible by highway and nearby airports, and within easy driving distance of coastal resorts.

REQUIREMENTS FOR CANDIDACY

Bachelor's degree required from an accredited college or university. Preference is given to candidates specializing in Business Administration/Marketing, communications, sport management, exercise and sport science or a related field. The candidate must possess an academic background which will satisfy the graduate entrance requirements of East Carolina University. Previous experience in marketing, graphic design, social media promotions, and student employee management is desired. CPR/1st Aid Certification required within one month of beginning employment. Duties will require weekend and evening hours. Must maintain current driver's license and satisfy university driving standards.

SCOPE OF POSITION

As a result of this Graduate Assistant position, students will have the opportunity to gain the following core competencies based on the ACPA/NASPA Professional Competency Areas for Student Affairs Practitioners:

- **Human & Organizational Resources:** Includes knowledge, skills and attitudes used in the selection, supervision, motivation, and formal evaluation of staff, conflict resolution; management of the politics of organizational discourse; and the effective application of strategies and techniques associated with financial resources, facilities management, fundraising, technology use, crisis management, risk management and sustainable resources.
- **Leadership:** Addresses the knowledge, skills, and attitudes required of a leader, whether it be a positional leader or a member of the staff, in both an individual capacity and within a process of how individuals work together effectively to envision, plan, effect change in organizations, and respond to internal and external constituencies and issues.

RESPONSIBILITIES

- Directly manage and supervise the work of student Marketing Assistants and/or Graphic Designers
- Organize, assign, and follow-up on marketing requests.
- Coordinate social media, email, press releases, tabling, displays, and other marketing mediums.

- Entry, analysis and application of assessment and statistical data for marketing purposes.
- Present at monthly RA Coordinator meetings.
- Assist with planning and implementation of the Open House, Barefoot on the Mall and other Special Events
- Assist with the development and generation of new marketing concepts, mediums, and ideas
- Oversee marketing area operation including work schedules, inventory, and equipment
- Assist with the development and implementation of post program evaluation such as focus groups, online surveys, and forum surveys.
- Facilitate periodic communication with program area staff to determine needs and monitor progress.

DATES OF EMPLOYMENT & COMPENSATION

- Expected work dates are August 1, 2024 – May 2, 2024 (excluding all student observed holidays).
- Stipend of \$11,875.00, for 9½ months. Professional development support available. Full In-State Tuition and Student Fees included. Out of state students are responsible for paying the amount of the difference between out of state and in-state tuition. Room and board is the responsibility of the incumbent.
- Additional opportunities are available for summer employment.
- This is typically a 2-year position with a satisfactory evaluation required to continue to second year.
- Position is open until filled.
- Funding for this position is contingent on the continued availability of auxiliary funds.

APPLICATION PROCESS

To apply for this position please email cover letter, resume and list of three professional references to Sr. Assistant Director of Communications and Promotions Jenny Gregory at gregoryje@ecu.edu or call 252-328-4942.

Federal Law requires proper documentation of identity and employability at the time of employment. It is requested that this documentation be included with your application. East Carolina University is an affirmative action, equal opportunity employer and as such encourages applications from qualified women and minorities.