



Marketing Assistant- Content Management

The Campus Recreation Marketing Assistant positions are responsible for general marketing and communication projects in addition to a specialization in one of the following areas: copy writing & social media, design, photography/video editing and web content management.

Responsibilities

- Staff Campus Recreation information tables and distribute promotional materials at various UTSA programs throughout the year;
- Attend ongoing and special events to document via photography/video;
- Print, cut, laminate, distribute/deliver posters and signage for departmental needs as directed;
- Participate in the brainstorming of ideas and design of various promotional materials;
- Work with others to execute risk reduction measures and provide care in emergency situations;
- Clearly articulate, enforce and educate patrons on all rules, policies and procedures;
- Provide customer service and respectfully manage disagreements;
- Actively participate in collaborative work and development;
- Perform other duties as assigned.

Specialization Area- Content Management

This specialization requires someone who can create copy that is concise and articulate. He or she will strong writing and editing skills.

- Manage content for departments' web presence (requires working with content management software).
- Write clean and concise copy, and edit content produced by marketing team across multiple disciplines.
- Create regular content to be marketed via all inbound channels (social, email, blog, landing pages, etc.).
- Make data-driven decisions to move our content forward and hit department goals.
- Serve as an evangelist for our message, brand, and content across multiple disciplines.
- Keep the team up-to-date with the latest trends in content marketing.

Staff Standards

- Role model appropriate behavior at all times, including on-line communities;
- Attend all staff meetings and educational trainings;
- Attend scheduled meetings with Student Marketing Coordinator, Graduate Assistant and Assistant Director;
- Check and respond to email and voicemail at least once per day;
- Maintain regular and frequent communication with Coordinator, Graduate Assistant and Assistant Director.

Personal/Paraprofessional Development & Departmental Responsibilities

- Attend all meetings and trainings on time, including August staff development, January staff development, etc.
- Balance time commitments;
- Recognize limitations and work to improve;
- Be receptive to paraprofessional and personal development;



- Challenge yourself to achieve higher levels of awareness of people's perceptions, maintaining appropriate sensitivity and awareness of cultural norms, diversity, and diversity education.

Minimum Qualifications

- Strong writing skills;
- Sample of work;
- Working knowledge of content management systems;
- Must be currently enrolled at UTSA with a minimum overall GPA of 2.0;
- Must pass State of Texas criminal background check;
- First Aid, Adult CPR and AED certifications obtained within expected time-frame.
- UTSA employee compliance trainings and any additional program area certification/training completed within expected time-frame.

Working Conditions

- Maximum of 19 hours worked per week (average 15);
- Work will take place on the Main Campus in the Recreation Center and Field Complex;
- Work shifts include morning, afternoon, evening and weekend hours. Some required holiday hours.

Compensation

- Starting pay: \$10.00+/hour based on experience.