Position Summary
This individual assists with planning, design, and publication of all major promotional content for the Department of Recreation and Wellness, including, but not limited to, print (flyers, bookmarks, brochures, etc.), web, forms, and social media.

Essential Duties, Tasks and Abilities
• Design promotional print and web materials for programs and activities within the department: Aquatics, Fitness, Intramural Sports, Membership, Sport Clubs, Golf, Outdoor Program, Youth and Family, Advertising, Wellness, Employment etc.
• Maintain the department’s web presence and create new content areas that enhance the end-user experience using Rhythmyx Content Management System daily/weekly
• Update and maintain existing documents to meet university-wide and departmental graphic standards
• Exhibit superior written communication skills through the contribution of articles, reports, and overviews of building services and programs
• Demonstrate creativity and implement graphic design best practices
• Communicate with Recreation and Wellness employees (professional and student) about their individual design/promotional needs; develop weekly, monthly and yearly marketing plans that consistently enforce RecWell graphic standards
• Assist with administration and promotion of RecWell social media and email marketing though the Wire blog, Twitter, Facebook, Constant Contact, etc.
• Share and receive constructive criticism.
• Supervise marketing student employees and practicum students
• Attend and assist in planning monthly Recreation and Wellness Marketing Committee Meetings
• Photograph and video departmental activities, facilities, events, and equipment – including evenings and weekends
• Meet with community members and print companies or other marketing service providers
• Research, test, and implement new services and technologies that further the marketing efforts of Recreation and Wellness.

Knowledge, Skills and Abilities
• Must have superior working knowledge of HTML, Java, CSS and Adobe Creative Suite, specifically InDesign, Photoshop, Illustrator, Acrobat, Flash, Final Cut Pro and Microsoft Office Suite
• Takes initiative, accountable, reliable
• Ability to self-motivate with little or no supervision
• Willing to seek web and campus resources to find answers to software questions
• High level of interpersonal skills.
• Ability to brainstorm, cooperate, and contribute in a team environment
• Strong customer service skills, including interpersonal and presentation abilities
• Excellent writing skills
• Excellent communication skills
• Attention to detail
• Creativity
• Higher education experience (preferred)

Requirements
• Acceptance into BGSU Graduate College Degree program
• (Preferred) CPR/FA & AED certification required upon hire
• Business casual dress requirement