

Student Practicum Position Description
Graphic Design – Marketing and Advertising

Position Summary

This individual assists with planning, designing, and publishing 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 networking.

Primary responsibilities or key duties of the job (tasks performed regularly):

- Design promotional print and web materials for programs and activities within the department: Aquatics, Fitness, Intramural Sports, Sport Clubs, Ice Arena, Golf, Outdoor Program, Youth and Family, Wellness, etc.
- Update and maintain existing documents to meet department-wide graphic standards.
- Exhibit superior written communication skills through the contribution of articles, reports, and overviews of building services and programs.
- Implement basic graphic design concepts through the manipulation and placement of images and text content.
- Communicate with Recreation and Wellness employees- professional and student- about their individual design/promotional needs; consistently enforce RecWell graphic standards.
- Assist with administration and promotion of RecWell social networking through the Wire blog, Twitter, Facebook, etc.
- Research and develop new materials/methods for improving and furthering the marketing efforts of Recreation and Wellness.
- Share and receive constructive criticism.
- Promote the overall mission of the department and share in its passion for excellence.

Additional Job Duties

- Additional Duties
- Photograph departmental activities, facilities, events, and equipment
- Meet with professional and student staff members at any of the four RecWell facilities, meet with community members and print companies.

Basic Qualifications:

- Must have superior working knowledge of Adobe Creative Suite, specifically InDesign, Photoshop, and Illustrator, and Microsoft Office. Also beneficial is knowledge of Flash and HTML.
- 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

Supervision

This position reports to the Assistant Director for Marketing/Web/PFH Management,