BGSU Recreation and Wellness
Graduate Assistant Position Description

Job Title: Marketing and Sales

A. Purpose:
Assist with sales of memberships, activities, advertising, and facility rental for the Department of Recreation and Wellness.

B. Key Duties:
1. Manage customer database utilizing recreation management software
2. Provide customer service to existing clients and establish new clients
3. Track and report participation and enrollment trends, make recommendations based on data
4. Develop and assist in implementing annual marketing plan for all department services in conjunction with assistant director
5. Supervise marketing sales attendant student employee
6. Collaborate, plan, and strategize deliverables through design and media staff (print, web, photo, video, social media, other)
7. Set and attain sales goals by developing and executing detailed sales plans
8. Coordinate design and sell advertising in annual coupon book, along with other inventory
9. Conduct in-person, electronic, and telephone outreach
10. Assist with planning and executing fundraising strategies through alumni and development
11. Manage multiple assignments and adhere to deadlines
12. Provide excellent customer service and maintain a positive rapport with patrons and coworkers
13. Adhere to all policies and procedures outlined in Recreation and Wellness Student Employee Manual
14. Promote the overall mission of the department and share in its passion for excellence

C. Additional Duties:
1. Share and receive constructive criticism
2. Research industry trends and develop new materials/methods to enhance marketing efforts
3. Contribute to Recreation and Wellness history project (Tiki Toki timeline)
4. Attend scheduled meetings
5. Work assigned events, University open houses, vendor days, and other advertiser/sponsor events outside of regular schedule including evenings and weekends
6. Participate in Student Development and Leadership Program
7. Advise Student Employee Board and Student Advisory Board
8. Perform other duties as assigned by supervisor

D. Qualifications:
1. Maintain working knowledge of various software including Microsoft Office. Understanding of Adobe Creative Suite, photography, and video preferred.
2. Possess an understanding of various social media platforms and strategies
3. Exhibit superior written and verbal communication, professional mannerisms, a friendly demeanor, organization, and creativity
4. Ability to self-motivate with little or no supervision
5. Ability to enforce all marketing standards and regulations
6. Willing to seek web and campus resources to find answer to software questions
7. Ability to brainstorm, cooperate, and contribute in a team environment
8. Work independently and in a team
9. Bachelor’s degree in Business, VCT, Graphic Design, Computer Science or a related field
10. Acceptance into the BGSU Graduate College

E. Additional Information:
1. Access to a smart phone or comparable technology required
2. Dress business casual

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