

Texas A&M University – Department of Recreational Sports

Graduate Assistant – Marketing & Communications

(Marketing, Sponsorship, Market Research, and Assessment)

General Statement of Duties:

- Assist the Marketing/Communications team in the management of sponsorship, market research and assessment for the Department of Recreational Sports.

Responsibilities:

- Assist the Department of Recreational Sports sponsorship program, including procurement of sponsors, sponsorship activation, relationship management, revenue tracking, execution of deliverables and fulfillment reporting.
- Manage content and provide bi-weekly updates for the Texas A&M Rec Sports blog, www.recsports4u.com
- Develop and implement Rec Sports media relation efforts including press releases, maintaining relationships with local media, etc.
- Manage/create original and curated content for Rec Sports' social media outlets including Facebook, Twitter, Instagram, SnapChat, and LinkedIn.
- Conduct market research and benchmarking for marketing and communications initiatives.
- Assist with the development, implementation, and analysis of assessment tools.
- Assist with maintenance of the Rec Sports website including analytics and search engine optimization.
- Other opportunities available through interaction with a comprehensive recreational sports program and by serving on departmental and divisional committees (preferably the division assessment committee).
- Support and encourage the concept of student leadership and development.
- Contribute to additional marketing/communications duties as required.

Texas A&M University Department of Recreational Sports Marketing:

The Department of Recreational Sports marketing group is responsible for advertising, public relations, sponsorship/business development, communications and assessment. Each year the department produces hundreds of print and electronic media pieces. It assists with the production of departmental assessment projects as well as serving on the divisional assessment committee. Marketing produces numerous press releases each year and maintains the Rec Sports website and social media outlets. Marketing also is responsible for growing and managing a comprehensive sponsorship program aimed at collaborating with local, regional and national businesses to provide revenue generation through long-term, strategic partnerships.

Requirements/Qualifications:

- Bachelor's Degree
- Admission to the Texas A&M University Graduate School in a program of study that is directly related to Graduate Assistantship position, qualifying programs of study include, but are not limited to: Marketing, Communication and Sport Management. Other degree programs will need to be considered individually by the Office of Graduate Studies. *Please be sure to research the appropriate program in order to obtain the minimum requirements needed to be accepted into the specific college. **Note: In order to receive***

nonresident tuition waiver, the field of study has to be directly related to assistantship duties. All Texas residents are eligible to pursue any graduate degree program.

- Higher Education & Student Affairs Administration in Higher Education – December 1
- Sports Management (in-residence) – February 1
- Recreation, Park & Tourism Sciences – March 1
- Sports Management (online) – April 1
- MBA Program – January 10 (round 2), February 28 (round 3), April 11 (round 4)
- B2B sales and relationship management experience.
- Knowledge and interest in assessment including survey design and measuring student learning outcomes.
- Experience working with college students and programs in a recreational sports setting.
- PC/Mac computer knowledge of Google, Microsoft Office, Outlook, and Adobe Acrobat.
- Preferred, but not required, program PC/Mac computer knowledge in Adobe Photoshop, 4-winds interactive and Camtasia.

Salary Information:

- Full tuition waiver excluding any applicable student fees (maximum of 9 credit hours for fall and spring semesters; 6 credit hours for summer semester)
- \$13.60 per hour and 20 paid hour work weeks 9 (equals ***approximately*** \$14,000 annually), eligible for merit increase in 2nd year
- 9 or 12 month position
- *Nonresident Tuition waiver (please see note under Requirements & Qualifications)
- University medical health benefits
- Travel/professional development allowance
- No state income tax

Application Submission:

Please submit letter of application, resume, and at least three references with contact information to:

Kelly VonDrehle, Assistant Director of Communications
Department of Recreational Sports
Texas A&M University
4250 TAMU
College Station, TX 77843-4250

Phone: 979.845.1001; Fax: 979.845.0838

Start Date: August 1, 2018 (flexible)

For more information about the Department of Recreational Sports at Texas A&M University visit recsports.tamu.edu

Texas A&M University is committed to equal employment opportunity through affirmative action.