Job Description

General Statement of Duties
The Communications Assistant, Business performs a variety of marketing-related duties that assist the Communications team in developing marketing strategies for department programs and facilities.

Typical Responsibilities
- Conduct market research, assessment, and analysis related to target audience, advertising trends, advertising effectiveness, sponsorship pricing and more
- Assist in the identification of potential department sponsors
- Participate in the strategic process of recruiting and signing on new sponsors
- Assist with completing and submitting sponsorship and RecTV advertising paperwork, tracking, and file management
- Assist with creating and distributing sponsorship newsletter
- Upload advertisements and videos to digital signage display, RecTV
- Assist with public relations efforts
- Other duties as needed

Experience and Abilities
- Knowledge of marketing terms and principles
- Experience in market research and/or public relations required. Basic knowledge of sports preferred.
- PC computer skills and knowledge of Microsoft Office software
- Excellent verbal and written communication skills
- Ability to coordinate multiple projects to ensure timely completion of projects
- Must be a currently enrolled student

Training
- Complete training by the Department of Recreational Sports Communications Manager.

Environmental Conditions
- Generally work indoors within the Student Recreation Center. Some outdoor events will be required.

Pay Scale
In accordance with the Department of Recreational Sports Part-time Worker Pay Scale, the Communications Assistant, Business will be paid a beginning rate of $9.00/hour (Pay Scale “C”) and will be eligible for merit increases after four months of service, contingent on exemplary performance.

Learning Outcomes
1) Students will demonstrate proficiency in the applications and processes required to upload advertisements and videos to RecTV.
2) Students will communicate professionally with sponsors via telephone and in person and/or write and send professional business communications to assist in the generation of sponsorship income.
3) Students will demonstrate punctuality, dependability and responsiveness; complete assigned tasks fully and correct errors that occur; and work productively with peers and full-time professionals.

How to Apply
To apply, please submit via email to kvondrehle@rec.tamu.edu all information requested below by 5 pm on Wednesday, February 24.

- A printed copy of the part-time employee job application to the Department of Recreational Sports.
- Resume (preferred)
  Spring 2021 class schedule. If you will be working another job, please attach a copy of that work schedule, as well.

Contact Information

For more information, contact Kelly VonDrehle, Communications Manager, at kvondrehle@rec.tamu.edu.