Part-time Position Title: Graduate Assistant – Marketing & Communications

Job Description

General Statement of Duties
Assist the Marketing & Communications team in the oversight and development of all student staff, and the management of sponsorship, social media, market research, and benchmarking for the Department of Recreational Sports.

Typical Responsibilities
Sponsorship, Events, and Outreach
- Assist with the Rec Sports sponsorship program, including procurement of sponsors, relationship management, revenue tracking, execution of deliverables, and fulfillment reporting using a Customer Relationship Management Software.
- Assist with the preparation, set-up, operation, take down, and evaluation of the Rec-A-Palooza event; lead one of the event sub-committees and help ensure event runs smoothly.
- Participate in outreach efforts including on and off campus events and tabling. (i.e. Fish Camp, T-Camp, New Student Orientations)

Leadership
- Create social media contests and assist with the management of Rec Sports’ presence on various social media platforms, including (but not limited to) Facebook, Twitter, LinkedIn, Pinterest, and YouTube, using management tools such as HootSuite.
- Coordinate Student Liaison efforts with program areas, including scheduling meetings, answering questions, and increasing communications with programs.
- Assist with hiring and training of undergraduate student staff as schedule allows.

Evaluation and Benchmarking
- Evaluate marketing initiatives, social media engagement, and website usage utilizing various analytics and tools.
- Conduct benchmarking and market research to assist with Rec Sports marketing and communications planning and goals.

Other
- Serve on departmental, divisional, and university committees.
- Participate in other opportunities available through interaction with a comprehensive recreational sports program
- Assist with other duties as assigned

Experience and Abilities
- Bachelor’s Degree & Admission to Texas A&M Graduate School
- Possess experience leading and training college students, facilitating meetings, and making presentations.
- PC/Mac computer knowledge of Google, Microsoft Office, Outlook, and Adobe Acrobat; demonstrated ability to learn new software.
- Knowledge and interest in benchmarking and market research.
- Preferred, but not required, program PC/Mac computer knowledge of the Adobe Suite (ex. Photoshop, Illustrator, InDesign, and Premiere Pro), project management software (ex. Ravetree), CRM tool (ex. MailChimp, EMMA, Salesforce), FourWinds interactive and Camtasia

Training
- Complete training provided by Rec Sports Marketing & Communications Staff. No certifications are required for this position.
Stay up to date on required state training

Environmental Conditions
- Graduate Assistant – Marketing & Communications will generally work indoors within the Student Recreation Center. Some outdoor events are required.

Pay Scale
In accordance with departmental policy, the Graduate Assistant – Marketing & Communications position will start at $13.60 per hour and be eligible for merit increase in 2nd year of Graduate School.

Learning Outcomes
1) Use knowledge and experience to provide on-the-job training and assistance to undergraduate marketing and communications student employees.
2) 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) Lead Rec-A-Palooza sub-committees to coordinate efforts and help ensure event runs smoothly.

Wage, Benefits and Stipend Information
- Rec Sports will pay the in-state tuition, 9 hours for fall and spring semesters and 6 hours for summer semester. (Non-Texas residents in a field of study* that directly relates to the assistantship can apply for a waiver from non-Texas to in-state tuition)
- $13.60 per hour and 20 paid hour work weeks (approximately $1,200 monthly), eligible for merit increase in 2nd year
- 9 or 12 month position
- University medical health benefits
- Travel/professional development allowance
- No state income tax
- Please make sure to research the qualifications and required deadline for applications. Programs that our Graduate Assistants have studied under and have qualified for the tuition waiver include, but are not limited to: Sport Management, Higher Education Administration, Student Affairs Administration, and Recreation, Park, and Tourism Sciences. Other degree programs will need to be considered individually by the Office of Graduate Studies.
- A couple of the graduate program deadlines include:
  - Exercise Physiology – January 15
  - Sports Physiology – January 15
  - Sports Management (in-residence) – February 1
  - Sports Management (online) – April 1
  - Recreation, Park & Tourism Sciences – March 1
  - MBA Program – January 20 (round 2); March 10 (round 3); April 21 (round 4); May 26 (round 5)

How to Apply
Application Procedure: Required application materials include a cover letter, resume, unofficial transcript, GRE Scores (if applicable for intended program of study) and three reference names with telephone numbers and email addresses. All application materials should be sent via email to mkalafatis@rec.tamu.edu.

Closing Date: Applications will be reviewed until position is filled. For best consideration, application materials should be received by Monday, March 8, 2021. Priority will be given to individuals who can confirm submission of their graduate school application materials.

Start Date: August 4, 2021 (flexible)
Information is available on the Rec Sports website at: [https://recsports.tamu.edu/employment](https://recsports.tamu.edu/employment) under Part-Time Employment or you may contact Mary Kalafatis, Assistant Director for Marketing & Communications, at [mkalafatis@rec.tamu.edu](mailto:mkalafatis@rec.tamu.edu) or 979-845-6457.