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, Insightly.
- 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 tabling and Fish Camp.

**Leadership and Oversight**
- Assist with hiring, training, and yearly evaluation of student staff.
- Schedule all student personnel, lead student staff meetings, support and follow up with student liaisons as they work with program units, and oversee student tasks to ensure work requests on the program project list is completed on time.
- 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.

**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.
- Knowledge and interest in benchmarking and market research.

**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
- Texas A&M Rec Sports will pay the in-state tuition for all Graduate Assistants (9 hours for Fall & Spring semesters and 6 hours for Summer semester)
- For non-Texas residents, in order to qualify for in-state tuition, Graduate Assistants must be enrolled in a field of study that directly relates to their graduate assistantship.
- 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: Sports Management, Exercise Physiology, Sports Physiology, and Recreation, Park, and Tourism Sciences. Other degree programs will need to be considered individually by the Office of Graduate Studies
- A few 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 15 (round 2); March 4 (round 3); April 22 (final deadline)

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 Friday, January 10, 2020. **Priority will be given to individuals who can confirm submission of their graduate school application materials.**

Start Date: August 10, 2020 (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.