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

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**Job Description**

**General Statement of Duties**

Assist the Marketing & Communications team in managing department project requests and be an expert user of the project management software system. Serve as a role model and resource for student staff, providing general oversight, direction, and team leadership. Be an ambassador for Rec Sports, representing the department in a professional manner at department, campus, and community events. Assist with all marketing and communications initiatives, events, and outreach.

**Typical Responsibilities**

**Leadership**

- Serve as a liaison between the marketing and communications student teams to build increased communication, teamwork, and effectiveness, and provide support as needed.
- Serve as a point of contact for all areas of Rec Sports in order to best understand and facilitate their marketing needs.
- Assist with hiring and training of student staff.
- Assist in recognizing student efforts through awards, tokens of appreciation, and gatherings.

**Project Management**

- Oversee and coordinate marketing requests from all areas of Rec Sports using the Ravetree project management system. This includes communicating with program areas, approving projects, adjusting timelines, and assisting with project completion. Work with student marketing assistants to utilize their assistance with project scheduling.
- Approve projects, build workflows and templates, and assign tasks to student staff using the project management system; manage the timeline of projects through completion.
- Assist with management of marketing and communications efforts that could include any of the following:
  - Planning social media content calendar and using a social media management tool to manage Rec Sports’ presence on various social media platforms, including (but not limited to) Facebook, Twitter, Instagram and TikTok.
  - Planning photography calendar to ensure that the team has a wide array of current photos to use for all purposes.
  - Reviewing graphic designs for visual appeal, proofing content for accuracy, and assisting with content creation.
  - Assisting with marketing campaigns and special projects.
- Offer ways to improve processes and efficiencies so that the team operates at a high level of effectiveness.
Events & Outreach

- Assist with the preparation, set-up, operation, take-down, and evaluation of the Rec-A-Palooza and Spring Howdy Week events; lead one or more of the event sub-committees and help ensure the event runs smoothly.
- Participate in outreach efforts including on and off-campus events and tabling (i.e. Fish Camp, T-Camp, New Student Orientations).

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 and Admission to Texas A&M Graduate School
- Experience leading and training college students, facilitating meetings, and making presentations
- Knowledge of PC and Mac computers
- Knowledge of Google, Microsoft Office (including Outlook), and Adobe Acrobat software programs
- Preferred, but not required: experience using the Adobe Creative Suite (ex. Photoshop, Illustrator, InDesign, and Premiere Pro) and project management software (ex. Ravetree)
- Experience with, or demonstrated ability to learn new software as needed, including CRM tools (ex. MailChimp, EMMA, Salesforce), FourWinds Interactive, Camtasia, and Wordpress

Training

- 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 and offsite events are required.

Pay Scale

In accordance with departmental policy, the Graduate Assistant—Marketing & Communications position will start at $15.60 per hour and be eligible for merit increase in the second year of graduate school.

Learning Outcomes

1) Use knowledge and experience to provide on-the-job training, assistance, and leadership to undergraduate Marketing & Communications student employees.
2) Communicate professionally and work logistically with professional staff and student employees to manage projects from inception to completion in a timely manner.
3) Lead a Rec-A-Palooza sub-committee to coordinate efforts and help ensure the 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.)
- $15.60 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 deadlines for applications. Programs that our Graduate Assistants have studied under and have qualified for the tuition waiver include, but are not limited to:
  - Marketing (application deadline: April 7, 2022)
  - Sport Management (application deadlines: Face to Face Program—Feb. 1, 2022; Distance Education program—April 1, 2022)
  - Full-Time MBA Program (application deadline: April 20, 2022)

Other degree programs will need to be considered individually by the Office of Graduate Studies.

How to Apply

**Application Procedure:** Please submit a cover letter, resume, and three references, plus a copy of your transcript (can be unofficial). 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 5:00 p.m. CST on March 21, 2022. *Priority will be given to individuals who can confirm submission of their graduate school application materials.*

**Start Date:** August 2, 2022 (flexible)

Contact Information

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 – Marketing & Communications, at mkalafatis@rec.tamu.edu or 979-845-6457.