Part-time Position Title: Marketing Assistant 3

Job Description

General Statement of Duties
The Marketing Assistant 3 is responsible for assisting with all aspects of the Rec Sports website, including design, graphics, daily updates, and analytics using the WordPress content management system. This position also serves as a back-up to the Marketing Assistant I to promote Rec Sports programs, events, services, and facilities to a diverse audience. This is a part-time position that is open to students only. This employee reports to the Marketing Manager.

Typical Responsibilities
- Perform responsibilities of the Marketing Assistant I as needed, including:
  - Printing, copying, scanning, laminating, and distributing marketing materials throughout the Student Recreation Center and the Texas A&M campus.
  - Providing excellent customer service to our colleagues by answering questions and taking complete messages for the Marketing & Communications team.
  - Serving as back-up staff for resource tables and other on- and off-campus events.
  - Assisting with scheduling projects utilizing project management software.
- Complete daily updates to the Rec Sports website, ensuring content is always current and accurate.
- Enter content, populate media library, and manage hyperlinks.
- Upload and schedule photos and graphic images.
- Research and identify plug-ins for potential use with the site.
- Create and integrate web forms into the site as needed.
- Identify enhancements to aesthetics and navigation, ensuring the site is fresh, dynamic, and easy to use.
- Routinely test website compatibility across multiple platforms, browsers, and devices.
- Ensure website is responsive/mobile-friendly and meets University requirements for accessibility and ADA compliance.
- Ensure style adheres to University, Division of Student Affairs, and Rec Sports brand guidelines.
- Monitor web statistics through the use of Google Analytics.
- Actively participate in Marketing & Communications team meetings and serve on department committees as appropriate.
- Other duties as needed.

Experience and Abilities
- Experience with design and maintenance of websites.
- Proficiency using WordPress or similar content management system (CMS).
- Knowledge of HTML and CSS code with the ability to hard-code if necessary (preferred).
- Experience with (or ability to learn) Google Analytics.
- Strong attention to detail.
- Excellent verbal and written communication skills.
- Willingness to gain a thorough knowledge of Rec Sports facilities, programs, services, and events.

Training
- Training will be provided by the Marketing Manager. No certifications are required.

Environmental Conditions
- Generally work indoors within the Student Recreation Center. However, some off-site duties may be required.
Pay Scale

In accordance with the Department of Recreational Sports Part-time Worker Pay Scale, the Marketing Assistant 3 will be paid a beginning rate of $9.70/hour (Pay Scale “D”) and will be eligible for merit increases after four months of service.

<table>
<thead>
<tr>
<th>How to Apply</th>
</tr>
</thead>
<tbody>
<tr>
<td>To apply, please submit all information requested below via email to <a href="mailto:mbriggs@rec.tamu.edu">mbriggs@rec.tamu.edu</a>.</td>
</tr>
<tr>
<td>- Online portfolio that includes links to websites previously designed, managed, or contributed to by applicant</td>
</tr>
<tr>
<td>- Resume (preferred)</td>
</tr>
<tr>
<td>- General availability for Summer 2021 &amp; Fall 2021 semesters</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>For more information, contact Michelle Briggs, Marketing Manager, at <a href="mailto:mbriggs@rec.tamu.edu">mbriggs@rec.tamu.edu</a>.</td>
</tr>
</tbody>
</table>