

Campus Recreation Marketing Coordinator Internship

Spring Semester 2019

Time requirement: 5-10 hours per week

An Academic Internship Contract can be set up between the student and supervisor for the duration of the internship if desired.

Description:

The Marketing Coordinator will be responsible for oversight of the Campus Recreation student marketing team. The team will consist of a Graphic Design Intern and a Communications Intern. This position's focus is to maximize Campus Recreation awareness and engagement across the UMW community. This position is critical in developing a strong departmental brand and implementing marketing strategies.

Duties include:

- Creating a marketing plan (to include social media, posters, in person tabling, chalking, rock-painting, TVs, etc.) for the semester and delegating action items
- Gathering information for marketing materials including photos, videos, facts, text content, etc.
- Tabling for Campus Recreation to promote upcoming events and initiatives
- Communicating frequently between the interns and professional staff
- Approving marketing designs created by the marketing intern team
- Representing the Department of Campus Recreation well

Requirements:

- Degree-seeking UMW student
- GPA of 2.0 or better at the start of the semester of which the internship is occurring
- Desire to gain practical experience in management and marketing
- High level of interest in recreation and wellbeing
- Ability to work collaboratively across teams and with all levels of staff
- Excellent grammar and proofreading skills
- Detail-oriented
- Ability to work in a fast-paced environment and adapt well to changes
- Demonstrated experience managing projects and individuals

To apply, please send a cover letter and resume by Friday, November 9 to Kelly Shannon, Director of Campus Recreation

kshannon@umw.edu