

WEST CHESTER UNIVERSITY

Campus Recreation

Division of Student Affairs –Marketing and Graphics Intern Responsibilities

Job Description:

The West Chester University SRC Marketing and Graphics intern is employed to provide the following:

- 1) Primary responsibilities include serving the Campus Recreation professional staff with marketing and graphic promotions to help promote programs, facilities and one day events.
- 2) Provides guidance and leadership for the day to day management of the Campus Recreation website and social media platforms.
- 3) Assist with effective and efficient marketing graphic design projects for Campus Recreation Department
- 4) Work on social media and marketing campaigns as assigned
- 5) Work with photographer to strategize photos as needed
- 6) Assist in coordination of campus-wide special events
- 7) Works directly with Assistant Director, Club Sports and Assistant Director, Intramural Sports.
- 8) Maximum of 20 hours of bi-weekly pay period

Required Qualifications:

- Currently enrolled in Marketing and/or graphic design at West Chester University of Pennsylvania
- Understanding of basic principles of public relations and marketing
- Willingness and ability to work late nights and weekends
- At least one year of marketing, website design and graphic design

Preferred Qualifications:

- Genuine interest in Campus Recreation
- Ability to make quick and confident decisions to assist in marketing of the Campus Recreation Department
- Candidates should be reliable, self-motivated, and able to perform multiple tasks simultaneously
- Willingness to work in a team oriented atmosphere

Duties and Responsibilities:

- Works on special projects, initiatives, promotions and other programs as needed by professional staff
- Is willing and able to perform job tasks as assigned in marketing and graphic design to serve the Campus recreation Department
- Shows exemplary knowledge and skill on marketing and graphic promotions
- Discusses ideas to help improve the website, social media platforms and marketing of Campus recreation Department
- Takes initiative on marketing of programs
- Knowledge and application of InDesign, Adobe Creative Suite, Photoshop and Premiere