

Job Code:..... .100145
Position#: . (PSA).... (NE)
Developed by:.....CD, JH
Reviewed by:.....DLJ
Approved by:.....LK
Date:7/16;12/16;2/17;9/18

UNIVERSITY OF RHODE ISLAND

Position Description

TITLE: Coordinator, Marketing & Memberships

DIVISION: Student Affairs (Campus Recreation Services)

REPORTS TO: Assistant Director, Campus Recreation and Director, Campus Recreation Programs & Services

GRADE: 10

SUPERVISES: Campus Recreation Student Employees, Student Leaders, Graduate Assistants & Interns

BASIC FUNCTION:

Develop, coordinate and implement a marketing and promotions plan for the Department of Campus Recreation and all associated programs. Promote increased awareness and participation in Aquatics, Club Sports, Fitness & Wellness, Intramurals, Open Recreation and Sailing.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Develop and execute a manageable and creative marketing and promotions plan for all areas of Campus Recreation.

Create and direct the Department's ongoing branding initiatives and strategies following University and Division guidelines.

Maintain Campus Recreation and Club Sports websites.

Develop and maintain a cohesive presence for the Department to utilize new media/social media channels, digital marketing and email solicitations. Create flyers, brochures, schedules and other print media.

Oversee the production of Web-based marketing and promotions campaigns, including the integration to podcasts, video streaming and other web design/development technology.

Manage all digital signage for Campus Recreation.

Work with the Assistant Director of Recreation Facilities on membership appreciation and new member recruitment. Develop and implement a plan to increase membership for all recreation facilities. Communicate with members about special offers and programs. Utilize the information from the computer registration software system to identify target markets.

Coordinator, Marketing & Memberships (PSA) (100145)

Page 2 of 3 pages

Develop, promote and administer the recruitment and selection of part-time staff to include graphic designers, photographers and production assistants. Conduct on-going staff development & training; including: scheduling, evaluation & retention of a diverse staff.

Hire staff and administer student payroll for the marketing staff on a weekly basis. Perform periodic reports to monitor spending, as requested.

Serve as the department coordinator for interdepartmental and outreach programs such as Freshmen Orientation, Fall Open House, Welcome Day and First Night.

Work with the Assistant Director of Campus Recreation to develop, promote, conduct and evaluate special programs planned for the URI Community that will encourage participation in fun and innovative programs designed to promote healthy evening/weekend alternatives within the realm of recreational leisure activities designed to reinforce positive lifestyle habits and support personal growth.

Work with the Assistant Director of Campus Recreation and other Campus Recreation staff when collaborating with other departments in conducting information sessions, workshops and activities regarding memberships and programs.

Work with the Division of Student Affairs branding committee and participate in division wide initiatives.

Promote community involvement through the development of partnerships.

Procure equipment and purchase supplies for all marketing, promotions and membership incentives.

Represent Campus Recreation Department and serve on various Student Affairs and University committees.

Support efforts to increase and embrace social justice and diversity.

Keep current with industry trends as they relate to marketing, social media, and technology relating to the collegiate recreation field.

Submit mid-year & year-end reports under the direction and supervision of the Assistant Director, Campus Recreation.

Work in collaboration with full-time recreation staff to effectively meet the Department's mission, goals & objectives and to continue efforts to enhance recreational opportunities for our customers.

Supervise the Graduate Assistant of Marketing. Develop, promote, and administer the recruitment, selection, training and evaluation of the GA who will assist with the implementation, marketing, and promotions for the Department of Campus Recreation, including all associated programs, services, and facilities.

Coordinator, Marketing & Memberships (PSA) (100145)

Page 3 of 3 pages

Assist with training part-time staff (approx. 60+ student attendants and managers) on the use of Active Net to include membership sales, program registration, equipment checkout, etc., with a focus on customer service. Serve as a cohesive link between all program areas within the department at both the Rec Service Center (Mackal) and the Welcome Center (Fascitelli).

Serve as the point person for the Department regarding customer comments, complaints, and provide recommendations and/or improvements to the program/facilities.

Coordinate written responses/reply through social media, emails using Active Net for all communications and notifications to our members, etc., regarding complaints, recommendations and/or improvements to programs, services, and/or facilities.

Work evenings and weekends, as needed.

OTHER DUTIES AND RESPONSIBILITIES:

Attend staff and departmental meetings, as assigned.

Perform additional duties and responsibilities as assigned by the Director, Campus Recreation Programs & Services.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers, word-processing, and design software. Current CPR, First Aid and Automated External Defibrillator (AED) certifications at time of appointment or within the first six months of employment.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED: Bachelor's degree; Minimum two years' full time experience in marketing, promotions or communications; Demonstrated supervisory experience; Demonstrated training experience; Demonstrated experience in computer and internet technology; Demonstrated experience in desktop publishing; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; Demonstrated evidence of current CPR, First Aid and Automated External Defibrillator (AED) certifications at time of appointment or within the first six months of employment; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree; Minimum two years' experience in marketing, promotions or communications in a campus recreation setting; Demonstrated experience with Adobe Photoshop, WordPress, Class software and Four Winds; Demonstrated evidence of NIRSA membership; and, Demonstrated experience with special events.

ALL REQUIREMENTS ARE SUBJECT TO POSSIBLE MODIFICATION TO REASONABLY ACCOMMODATE INDIVIDUALS WITH DISABILITIES.