

Job Code:101562
Position #:(PSA).....(E)
Developed by:.....JH
Reviewed by:.....DLJ; LK
Approved by:.....LK
Date:.... 05/04/2022

UNIVERSITY OF RHODE ISLAND
Position Description

TITLE: Assistant Director, Campus Recreation Marketing & Outreach

DIVISION: Student Affairs (Campus Recreation)

REPORTS TO: Director, Campus Recreation Programs & Services

GRADE: 12

SUPERVISES: Support Staff, Graduate Assistant, Student Staff, and Temporary Workers

BASIC FUNCTION:

Responsible for the administration and coordination of all design, development, executed integrated marketing, communication needs, and outreach for the for the Department of Campus Recreation (CR.) Under the direction of the Director, provide leadership and professional expertise with an emphasis on the following areas: image and brand identity of CR through promotion of the department's facilities, programs and services via the production of marketing materials including but not limited to graphic design, technology applications, departmental website, mass media, social media, and integrated campaign, podcasts, video streaming, videography, as well as the dissemination of department information through various media options in order to generate interest in the University community, as well as create a positive image for the department, the Division of Student Affairs and the University. Contribute to creating an environment of engagement, development, retention, and overall success, as well as promote a life-long commitment to fostering the holistic well-being of a diverse student and the University Community.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

Assist the Director in the development and execution of a comprehensive effort in all functional, creative, strategic methods related to marketing, promotion, branding and outreach for the Department of Campus Recreation and all core units: Intramural Sports, Club Sports, Open Recreation, Facilities/Services, Aquatics, Fitness, Wellness, Sailing and Special Events.

Provide overall leadership, vision and goals for the creation, administration, and evaluation of strategies and initiatives and lead the operational management of the marketing unit within Campus Recreation. Establish procedural and developmental recommendations for CR based on input from specific units and key data markers. Ensure marketing strategies must align with the strategic plan, mission, vision, and goals for the University, Division, and Department.

Uphold the core values of the organization and follow professional characteristics including but not limited to consistently providing an ethical, compassionate, positive, and cooperative attitude; collaborate on

effective, student-focused, and result driven processes; consider and implement sustainable and inclusive practices; work to enhance diversity, create an environment of inclusion and embrace social justice.

Continually assess and communicate the quality and effectiveness of the departments marketing, promotions, branding, and outreach activities. Make recommendations and implement changes based on best practices.

Monitor content on all social media presence across all relevant channels, digital signage, develop strategies to raise awareness and build communities while increasing traffic/viewers to sites with the goal to increase participation and awareness of programs and facility usage, and services to the University community.

Oversee the design and implementation of web-based marketing and promotional campaigns, including the integration to podcasts, video streaming, digital signage, blogs, and other developing technology/trends, etc.

Provide strategic leadership and supervise the Membership Service & Special Events Specialist, Graduate Assistant(s), student employees, and temporary workers including but not limited to graphic designers, photographers and production assistants, bloggers, etc. Conduct staff meetings, as needed, to enhance communications, share ideas, and assess success and needs of the staff, promote excellent customer service, and programs. Process payroll and related personnel matters for staff in a timely manner. Serve as backup for entering time in eCampus for Membership Service & Special Events Specialist student employees.

Understand and assist with the implementation, day-to-day operations, and staff training for InnoSoft Fusion. Assist with credit balances and/or refund information and processing.

Responsible for the recruitment, selection, onboarding, scheduling, training, payroll administration and evaluations of a diverse staff of Graduate Assistant(s), student employees, and temporary workers including but not limited to graphic designers, photographers and production assistants, bloggers, etc. Create a positive work environment that encourages the exchange of ideas and creativity.

Design and implement a marketing and promotions plan to increase membership for all recreation facilities and programs.

Function as point of contact. Perform outreach to various internal groups on campus (First Year Orientation, O-Week, Fall Open House, Graduate School, Welcome Day, Faculty/Staff, OLLI Program, etc.),

Responsible for keeping up to date on evolving issues within campus recreation as needed. Assist the Director and senior leadership team in analyzing and providing input on identifying and resolving department-wide issues.

Manage all outbound marketing communication for the departments (social media, Web features, newsletters, information fairs, electronic listservs, Consent Contact – emails, digital signage, blogs, flyers, etc.) with a focus on developing compelling content.

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

Demonstrate an attention to detail through copywriting, designing, and editing all marketing materials. In partnership with the marketing and communications staff across the University, create, write, and edit consistently branded communication material including but not limited to communications, website, content video, marketing copy, surveys, presentations, and other communication tools.

Work closely with URI Marketing and Communications Office to employ standards, develop marketing strategies, and exercise best practices in web development, content strategies, and social media strategy, including new media, social media, digital marketing, and traditional communications, e.g., email. Create print materials including but not limited to flyers, brochures, schedules, print media, signs, clings, etc.

Maximize the use of available resources by actively collaborating with staff across the Division to raise visibility and brand recognitions.

Continue to develop expert knowledge in area of specialization and serve as a resource to all team members.

Assist the Director and senior leadership team, to analyze and solve problems, draw valid conclusions, and develop alternative recommendations.

Contribute positively to inspire an environment which is passionate about engagement, development, retention, and overall success, as well as promote a life-long commitment to fostering the holistic well-being, a diverse student, and the University Community.

Serve as the point person for the Department regarding customer comments, complaints, and suggestions for improvement to programs, services, and/or facilities, and coordinate written responses.

Analyze engagement data on web and social media channels to develop/execute an optimized marketing strategy. Evaluate data, current trends in marketing and communication strategies; use analytics to drive and support decision-making and champion best practices. Identify new and exciting ways to reach out and promote the Department, the Division, and the University to raise visibility and brand recognitions.

Plan and develop a fiscal marketing plan consistent with CR resources to ensure efficient utilization of resources. Procure equipment and purchase supplies for all marketing & promotions incentives.

Participate in the ongoing branding and integrated marketing activities. Identify new and exciting ways to outreach and promote CR and the Division's brand/marketing messages and strategic goals to key audiences and key stakeholders.

Maintain Campus Recreation's website and work with Campus Recreation staff to keep content current and engaging. Assist with oversight for Club Sports websites. Work in conjunction with the Assistant Director of Facility Operations on marketing and promoting the departments open recreation facility schedule and posted hours in a timely manner.

Serve as the department's liaison for interdepartmental outreach programs including but not limited to students, guests/visitors, First Year Orientation, Fall Open House, Welcome Day, First Night, etc.

Support the professional Campus Recreation staff in work allocation, training, promotion, and enforcement of departmental internal policies, procedures, and problem resolution.

Prepare quality reports and other analytical data and research in a timely and professional manner.

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

Assist with implementation and monitor student/program learned outcomes.

Serves as a campus resource for other programs to enhance the use and visibility of the Campus Recreation as a major campus resource.

Promote and sustain a culture of transparency, professionalism, integrity, respect, and work in a team-oriented environment.

Ability to work on a team that collaborates effectively with fellow colleagues and achieve targeted goals.

Participate in benchmarking studies aimed at identifying best practices, expand programs and services, improve facilities, and/or other initiatives which support and enhance student's engagement and success.

Work collaboratively and form partnerships with key stakeholders, work effectively, and continue efforts to fulfil the mission, values, and goals of the University, Division and Department.

Attend departmental, divisional and University meetings as assigned.

Willingness to adapt to changes in the work environment as needed.

OTHER DUTIES AND RESPONSIBILITIES:

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

Assist the Director and the Associate Director of Campus Recreation with special projects and directives for the Division of Student Affairs.

Work a flexible schedule including some nights and weekend hours.

LICENSES, TOOLS AND EQUIPMENT:

Personal computers, printers and word processing, database management, social media, WordPress, and spreadsheet software.

Must have and maintain current CPR, First Aid and Automated External Defibrillator (AED) Certifications.

ENVIRONMENTAL CONDITIONS:

This position is not substantially exposed to adverse environmental conditions.

QUALIFICATIONS:

REQUIRED:

Bachelor's degree in marketing, communications, public relations, business or related field; Minimum three years' progressive full-time professional administrative experience in marketing, promotions or communications; Demonstrated ability to design and implement marketing campaigns; Demonstrated experience with web page design utilizing a content management platform and data base resources; Demonstrated experience with development and implementation of social media campaigns utilizing associated technology; Demonstrated ability to utilizing graphic design software; Demonstrated experience coordinating/managing multiple simultaneous projects; Demonstrated supervisory experience; Demonstrated experience in quality customer service delivery systems; Demonstrated strong verbal and interpersonal communication skills; Demonstrated proficiency in written communication skills; and, Demonstrated ability to work with diverse groups/populations.

PREFERRED: Master's degree in marketing, communications, public relations, business or related field; Minimum three years' progressive_full-time professional administrative in marketing, promotions or communications in a college or university recreational setting with over 10,000 students; Demonstrated training experience; Demonstrated computer experience (Microsoft and PC) (Microsoft Office Suite, Adobe Photoshop, InDesign, printers, word processing, database management WordPress, Four Winds, Google Suite, email content and using project management software etc.); Demonstrated development of apps and associated software and/or video productions; Demonstrated experience in podcasts, video streaming, videography, and development and execution of social and promotional campaigns; Demonstrated knowledge of social media and its use to reach targeted audiences with segmented messages; and, NIRSA - Leaders in Collegiate Recreation (RCRSP or CRSS) or membership in involvement in professional organizations closely related field.

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