Rochester Institute of Technology

CENTER FOR CAMPUS LIFE
GRADUATE ASSISTANT – ATHLETICS MARKETING
(1 POSITION @ MINIMUM 10 HOURS/WEEK + TIGER DEN EVENTS)

General Responsibilities

The Graduate Assistant for Athletics Marketing is a graduate student (pre-professional) position within the Center for Campus Life. This position provides assistance with marketing, promotion and programming for the Campus Life and the Tiger Den initiative. Tiger Den strives to enhance school spirit at RIT athletic events. This position offers opportunities for creativity and innovation in the development of strategies to promote programming, services and the facilities within the Center for Campus Life.

Major Responsibilities

1. Create and design promotions across various media
   a. Complete daily updates to TigerDen social media pages
   b. Assist with the development, printing, and distribution of Tiger Den promotional pieces and advertisements
2. Coordinate the design and ordering, through external vendors, of promotional items/giveaways for all Tiger Den events
3. Serve as Liaison between Campus Life and Center for Intercollegiate Athletics and the Student Athletics Advisory Committee (SAAC)
4. Attend and participate in Tiger Den events each semester
   a. Attend and provide support for tabling at each of the Tiger Den events
   b. Track attendance at all Tiger Den events
   c. Responsible for maintaining inventory and budgets of promotional items, and designating quantities for each game
5. Assist with Campus Life projects on an as needed basis—particularly athletic events
   a. Assist when needed to promote, enhance, and cultivate interest in programs, services and facilities offered by the Center for Campus Life
   b. Attend and provide support to events that the department is hosting

Knowledge of Adobe Illustrator, Photoshop and In-Design is strongly recommended.

Reports to: Jennifer Jones, Assistant Director for Marketing and Event Services

If you have any questions regarding this position, please contact sagrad@rit.edu.

Compensation & Terms

✓ Twenty (20) hours per week unless otherwise noted
✓ Hours will be determined in conjunction with the Assistant Director
✓ One (1) week of training prior to the start of the academic year (in August)
   Training will begin in August 2015
✓ All graduate assistants employed by the Center for Campus Life must attend the entire training week
✓ Nine (9) month position from August/September 2015 – May 2016
✓ Renewable on an annual basis by mutual consent
✓ Note – those students from schools other than RIT are only eligible for graduate assistantships for one academic year
✓ Hourly wages of $12.75 plus $150 of meal debit each quarter