

Position Description
NDSU WELLNESS CENTER
COMMUNICATION & MARKETING INTERNSHIP

Position Focus: Communication & Marketing

Position Reports to: Assistant Director of Communication, Membership & Recreation

Time Required: 20 hours/week (additional hours available during break weeks and summer)

Purpose of Position: Under the leadership of the Assistant Director for Communication, Membership and Recreation, the Communication and Marketing position at the Wellness Center will assist in coordinating marketing, advertising, and driving communication to members of the facility. This position will manage the internal and external marketing plans for Wellness Center programs, oversee social media and engagement platforms and assist in implementing all communication efforts for the department. This position will gain valuable experience in member relations, business and marketing strategies.

Wage: \$11.00/hour

Functional Responsibilities

Assist in the coordination of a comprehensive marketing and advertising plan for the WC (50%)

- Assist in planning, creating and implementing all program advertisement plans to promote, enhance and develop interest in WC offerings.
- Assist the Assistant Director in organizing and creating program designs, new program content, and completing marketing requests.
- Coordinate all day-to-day advertising requests within the Wellness Center.
- Work with professional staff to develop an equitable and complete strategy to enhance awareness and participation.
- Coordinate with external departments on reservations, print media and new program projects.
- Assist in supervising Student Coordinator of Communication; delegate necessary tasks.
- Assist in production of print and digital media, including annual program and information guide.
- Evaluate the effectiveness of advertising and marketing for various WC programs; utilize creativity to deliver information to the student body.

Manage and oversee the internal and external engagement strategy for the department (40%)

- Oversee all social media and strategies related to an effective online presence.
 - Develop written and visual content to complement all online advertising.
- Manage departmental website updates (visual and written) through Typo3 CMS.
- Facilitate communication to members through automatic e-mails, reporting, and statistics.
- Manage visual policies, advertising space, and informational space within the Wellness Center.
- Maintain internal and external advertising plans, including scheduling and rotation of materials.
- Coordinate and delegate duties related to temporary signage, closures, holidays and format changes.
- Develop written content (web, blogs, stories, staff introductions) for use in newsletters, website, and print media.

Personal and professional development, including: (10%)

- Assist in creating a professional and engaging voice and develop professional relationships in the Wellness Center and on campus.
- Assist with budget development and utilization.
- Participate in professional development opportunities.
- Attend required staff meetings.

Core Responsibilities:

- Contribute to a positive and welcoming environment
- Model strong customer service
- Represent the ideal employee
- Demonstrate proactive behavior and initiative
- Ensure safety is a priority, responding and reporting safety concerns immediately
- Ensure strong communication by following good process
- Complete all required trainings
- Abide by all university and department policies and procedures

The ideal candidate will:

- Have high attention to detail
- Be extremely organized and able to manage multiple projects at once
- Have proficiency in Microsoft Office programs
- Have knowledge of Adobe Creative Cloud, CMS systems, HTML and marketing strategy
- Thrive in a fast-paced and challenging environment
- Possess photography/videography and social media experience

Position Expectations:

This position is expected to work up to 20 hours/week. The person holding this position must remain in good standing with the department and academically with the university. This position is held to the highest standard and is expected to act professionally and responsibly in all situations. This position is expected to respond to questions, ask questions, and be proactive in enhancing the engagement and outreach for all WC programs and services.

To apply:

Send cover letter, resume, written content example and two professional references to Jeff.Dertinger@ndsu.edu. Please contact Jeff with any questions. Applications will be reviewed as they are received. The position will be open until filled.

Updated 2/16/18