

# University of Houston

## Instructional Assistant, Marketing

**TYPE:** One Instructional Assistantship; 9 to 12-month appointment (2 year commitment)

**REPORTS TO:** Vyckie Avila, Assistant Director, Marketing and Communications, 713-743-9501 or mavila2@uh.edu

**INSTITUTION/DEPARTMENT:** University of Houston is a Division I college with over 40,000 undergraduate and post graduate students enrolled. This campus is considered to be one of the most diverse student populations in the nation. Campus Recreation has a \$53 million facility that contains five basketball courts, five volleyball courts, a Multi-Activity-Court for indoor soccer and in-line hockey, squash courts and racquetball courts. There is a quarter mile suspended track surrounding all of the courts, one of the largest indoor climbing walls in Texas, as well as a 24,000 square foot fitness zone containing free weights, selectorized and cardio equipment. The 70-meter indoor pool contains a competitive diving well and floating bulkheads. Outdoor space includes the outdoor leisure pool with a slide and hot tub, a sand volleyball court and plenty of deck space.

**EDUCATION:** The University of Houston offers quality advanced degree programs in several areas that typically match the skills and interests of students looking for IA positions within the Department of Campus Recreation. For general information about graduate degrees at UH please visit <http://www.uh.edu/admissions/apply/graduate/index>. More detailed information about Department of Health and Human Performance degrees can be found at <http://www.uh.edu/class>. Deadlines for applications to graduate school is based on each program's published dates and guidelines. Interested candidates should apply for graduate admission as soon as possible to have the best chance of being admitted. All those seeking admission to these programs must have the appropriate GPA and entrance exam scores (GRE and/or MAT) to be fully admitted. Any IA offer will be conditional based on the individual being approved for admission to a UH graduate level program.

**JOB DESCRIPTION:** For two years, this professionally minded individual will help the Assistant Director, Marketing and Communications in the daily coordination and management of a comprehensive campus recreation Marketing program. Direct responsibility will be determined by an individual's skill set, as well as the needs of the Department. Evening and weekend hours will be required. Responsibilities will include, but are not limited to:

- Recruit, train, evaluate and supervise marketing staff of up to 20 students
- Edit graphic designers and videographer's work
- Serve on departmental committees
- Coordinate and/or facilitate development opportunities for student staff
- Oversee project management platform (Basecamp), including assigning tasks and meeting deadlines
- Build relationships with Professional Staff to satisfy marketing needs
- Create schedules for student staff and manage scheduling account (WhenToWork)
- Attend and assist special events
- Organize community outreach at campus organizational events
- Write weekly news briefing for university's student eNewsletter (CoogNews)
- Track and assess marketing efforts
- Monitor department website for accuracy
- Assist with special projects
- Assist in the development, implementation and assessment of marketing plan, timelines and goals
- Assist in development and implementation of sponsorship program
- Evaluate marketing strategies and provide recommendations for improvement
- Create and assess social media content, while engaging with followers
- Research and purchase promotional items in alignment with marketing plan
- Other duties as assigned

**QUALIFICATIONS:** Bachelor's degree in Marketing, Advertising, Graphic Design, Business, Communications or related field and official acceptance into a University of Houston graduate program. Strong written and verbal communication skills, as well as demonstrated leadership ability are required. Knowledge of Adobe products- Photoshop, InDesign, Illustrator and Dreamweaver- required. Must have team-oriented ideals, a willingness to work hard and a desire to learn.

**ADDITIONAL SALARY INFORMATION:** University approved out of state tuition waiver and stipend of approximately \$1500/month pending acceptance into a University of Houston graduate program. **Out-of-State Tuition Waivers** or Non-Resident **Tuition Exemptions (NRTEs)** allow non-resident students to **pay tuition at in-state rates**. Stipend is for ten months effective September 1 – May 31. Summer hourly employment may be available. Health insurance is available and information can be found at <http://www.uh.edu/healthcenter/insurance>.

**APPLICATION:** Applicants must send resume, transcript, cover letter and two reference letters to Vyckie Avila at recreation@uh.edu. Applications will be taken until the position is filled. Application review will begin October, 2017. Applications sent through BlueFishjobs.com will not be reviewed.

The University of Houston is an Equal Opportunity/Affirmative Action institution. Minorities, women, veterans and persons with disabilities are encouraged to apply. Additionally, the University prohibits discrimination in employment on the basis of sexual orientation, gender identity or gender expression.