

Campus Recreation

Marketing & Communication

Marketing Event Assistant Job Description



Position Overview:

- As a member of the Marketing team, the Marketing Event Assistant facilitates marketing outreach through flyer distribution and face-to-face promotions. The successful candidate must be passionate, energetic, and willing to become well-versed in Campus Recreation programs and services.

Position Duties and Responsibilities:

- This individual must develop a comprehensive understanding of Towson University brand standards and the Campus Recreation Marketing Policies & Procedures Style Guide.
- This position works closely with the Communication Program Assistant and other Marketing Event Assistants to organize and coordinate tabling events.
- This position is responsible for the distribution and removal of Campus Recreation flyers across campus.
- This individual represents the department and engages with participants at in-person events, including but not limited to: Open houses, TU After Hours, involvement fairs, and on-campus tables.
- This individual contributes new ideas to promote Campus Recreation's programs and facilities through in-person and print marketing tactics.
- This individual provides office assistance, which may include: printing, mounting and organizing promotional signs, entering data, and organizing promotional materials.
- This position will assist with other duties as assigned to support the day-to-day functions of the Marketing program area.

Qualifications:

- The position will require approximately 4-7 hours per week
- Passionate, engaged and energetic with strong presentation and oral communication skills
- Willing to learn about and become well-versed in all Campus Recreation programs and services
- Some experience in Campus Recreation programs and services is preferred
- Able to transport event materials to various locations on campus (via wheeled cart; a vehicle is not necessary)
- Must be punctual and dependable
- Organized and responsible
- Ability to self-motivate with little or no supervision
- Must be able to work some night and weekend hours
- Must complete TU Ladder Safety Program

Supervisor: Assistant Director, Marketing Strategy & Engagement

Contact Person: Assistant Director, Employee Experience

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