

# University Recreation Center: Outdoor Recreation Marketing & Design Coordinator

## University Recreation Center Mission Statement:

The University Recreation Center offers experiences that enrich the lives of Whitworth University students through excellent facilities, fitness, sport, adventure and play. We are committed to developing leaders, encouraging life-long healthy lifestyles, and fostering meaningful relationships.

Definition and Purpose: The Outdoor Rec Marketing & Design Coordinator is in charge of promoting Whitworth Outdoors trips, events, classes and rentals to Whitworth students and creating a strong presence on campus. Specifically, the coordinator fosters maximum participation on Outdoor Rec trips and special events, keeping students informed about services that Outdoor Rec provides, and promoting gear rental. Must be capable to design ad campaigns, create graphics for posters, table tents, flyers, etc., and update the website and social media. This employee is directly supervised by the U-Rec Marketing Coordinator and the Director of Whitworth Outdoors.

## Position Duties and Responsibilities:

- Create graphics for Outdoor Rec advertising (trips, events, services, rentals, etc.):
  - Design posters, flyers, table tents, logos, digital signs, etc.
  - Be able to design print and digital media using Adobe Photoshop, InDesign, and Illustrator
- Update and design the Outdoor Rec website:
  - Keep upcoming trips updated
  - Post photos from recent trips
  - Design web pages for special deals and events
  - Update staffing pages and overall layout of site
- Update and manage the Outdoor Rec Facebook, Instagram and relevant social media accounts:
  - Develop a social media presence on campus
  - Advertise on various platforms promoting Outdoor Rec trips and events
  - Update accounts with recent trips photos. Ask permission to use photos from trip participants, receive photos via OneDrive, email, Facebook, or direct download, and organize them on the U-Rec drive
- Work closely with the U-Rec Marketing Coordinator on ad campaigns and graphic design for Outdoor Rec and U-Rec events
- Communicate with Outdoor Rec and Climbing Wall Student coordinators on promotion for upcoming events
- Advertise trips and events on U-Rec whiteboard each week
- Send out school wide marketing emails to key contacts regarding Outdoor Rec trips and events
- Set up and attend promo booths
  - Learn how to reserve a table in Infosilem
  - Coordinate times with employees to run the table
  - Help put together and take down signs, stickers, equipment, etc. that are part of the booth.
- Minimum level of involvement with offered outdoor trips is expected ~ at least 1 trip a semester
- Attend program advertising events throughout the school year (club fairs, promotional booths, etc.)

## Other Work Duties May Include:

- Learn how to operate and update Fusion
- Learn how to use the printer, scanner, and laminator
- Put up posters and advertisements around campus
- Update the wall calendar in the office
- Organize files on the U-Rec drive
- Keep the printing budget updated
- Develop a professional working relationship with the ASWU Marketing/PR Coordinator

## Preferred Work and Extracurricular Experience:

- Experience with excel, word, outlook, and other computer systems.
- Strong written, verbal, and interpersonal communication skills.
- Experience with using multiple social media outlets as a promotional tool.

Education: Must be a current Whitworth student enrolled as a full time undergraduate student with at least a 2.5 GPA.

Period of Employment: One academic year (continuing employment is dependent upon satisfactory job performance as evaluated by supervisor).

Compensation: Student employees are paid an hourly wage consistent with WU Student Employment Pay Rate Guidelines. The Recreation Center identifies pay ranges base upon job duties, level of responsibility and complexity of the work to be performed. Approximately 10 hours/week or maximum of 40/hours per month for one academic year.

Training Requirements: Be prepared to begin training in the end of spring semester and continue training ten days prior to the start of fall semester. Dates and times will be determined by a professional staff member.

Other: All employees will be subject to a criminal background check.

Application process and deadline: **Application is due by October 4<sup>th</sup> at 5pm**  
Applications can be obtained at the Member Services Desk at the U-Rec, or online at <http://www.whitworth.edu/urecjobs>

**UNIVERSITY RECREATION CENTER STUDENT APPLICATION**

**Outdoor Recreation Marketing & Design Coordinator**

**Due: October 4<sup>th</sup> 5pm**

NAME \_\_\_\_\_ STUDENT ID# \_\_\_\_\_  
(last) (first)

LOCAL/CAMPUS ADDRESS \_\_\_\_\_ CAMPUS P.O. BOX# \_\_\_\_\_  
(street, city, state, zip, OR dorm bldg/rm #)

PHONE# \_\_\_\_\_ EMAIL \_\_\_\_\_

I will be a:  Freshman  Sophomore  Junior  Senior Expected date of graduation? \_\_\_\_\_

Please circle all semesters you are available for work (add year) \_\_\_\_\_ (Fall, Jan term, Spring, Summer)

Academic Major \_\_\_\_\_ Planned Semesters Abroad? \_\_\_\_\_

Will you be available to work during summer? ( ) Yes ( ) No

If no, will you be able to communicate with the Director and devote time to this position in August? ( ) Yes ( ) No

CPR/First Aid cards? ( ) Yes ( ) No When do they expire? \_\_\_\_\_

Blood borne Pathogen Training? ( ) Yes ( ) No

Will you prioritize attending UREC and Whitworth Outdoors Fall Training each year? ( ) Yes ( ) No

**Attachments (3):**

1. Cover Letter
2. Resume
3. Responses to the questions below:

1. Please explain your marketing and design experience and what skills you have to offer.
2. Describe the best project you have ever worked on. Why was the project and experience exceptional to you?
3. Describe your preferred communication style in the professional work environment. How do you prefer to receive and relay information regarding job responsibilities?
4. What sets you apart from other candidates? Why?
5. Describe your experience with Whitworth Outdoors and Outdoor Recreation in general.
6. Would you be interested in trip leading with the program in addition to the marketing responsibilities?

**3. Professional References:**

\_\_\_\_\_  
Name: Email Address Phone Number

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Name: Email Address Phone Number

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Name: Email Address Phone Number