

**Marketing Program Assistant  
Wellness and Recreation  
NC State University**

The mission of Wellness and Recreation is to inspire a culture of wellness by providing premier, innovative and inclusive programs, services and facilities that promote healthy, active lifestyles to enhance student success.

Wellness and Recreation commits to foster a learning environment for our student employees that cultivate the skills of ethical reasoning, critical thinking, teamwork, initiative and professionalism. Programs and facilities are student run with professional coaching. The goal is to help develop student's transferable skills and create a supportive and challenging environment for them to succeed in and out of the classroom.

**Wellness and Recreation is seeking enthusiastic students to lead the marketing team by assisting in the communication and promotion efforts of department programs and services.**

### **Responsibilities**

- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver) software to create various print and digital marketing material
- Distribute various marketing material throughout Carmichael Complex that highlight recreational programming and services
- Moderate and create content on Wellness and Recreation social media platforms
- Knowledge of Wellness and Recreation branding procedures and marketing strategy
- Maintain inventory of all marketing supplies
- Contribute and participate in monthly staff meetings
- Understand and enforce Wellness and Recreation and area specific policies and guidelines including Marketing visual guidelines and social media standards
- Design and facilitate required trainings
- Develop professional relationships with co-workers, participants and guests
- Hire, train, evaluate and supervise area team
- Create staff schedules
- Develop professional relationships with co-workers
- Uphold and exceed the expectations of Wellness and Recreation core competencies: ethical reasoning, critical thinking, teamwork, initiative and professionalism
- Assist as needed in all required departmental functions

### **Department Required Skills**

- Ability to lead and supervise a team
- Demonstrated ability with Adobe Creative Suite and Associated Press Style writing
- Knowledge of Wellness and Recreation programming and services
- Excellent interpersonal communication skills and public speaking skills
- Experience with digital photography and using a DSLR camera
- Commitment to customer service
- Demonstrate integrity, ethics and commitment to diversity and inclusion
- Maintain clean, appropriate and professional attire
- Commitment to promoting healthy, active lifestyles
- Encouraged to participate in student professional development opportunities

### **Qualifications & Certifications**

- Current full-time NC State student

- Current Wellness and Recreation student employee for a minimum of one semester
- Minimum 2.5 GPA

**AA/EOE**

NC State University is an equal opportunity and affirmative action employer. All qualified applicants will receive consideration for employment without regard to race, color, national origin, religion, sex, gender identity, age, sexual orientation, genetic information, status as an individual with a disability, or status a protected veteran. Individuals with disabilities requiring disability-related accommodations in the application and interview process, please call 919.515.3148.

Final candidates are subject to criminal and sex offender background checks. Some vacancies also require credit or motor vehicle checks. NC State University participates in E-Verify. Federal Law requires all employers to verify the identity and employment eligibility of all persons hired to work in the United States.

**For More Information**

- Wellness and Recreation Website, [wellrec.ncsu.edu](http://wellrec.ncsu.edu)

*Reports to the Marketing and Communications Specialist and Visual Arts Specialist*