

Marketing & Special Events Graduate Assistant Job Description



Campus Recreation Services consists of seven program areas: Adventure Pursuits, Aquatics, Fitness, Informal Recreation, Intramural Sports, Special Events and Sport Clubs. Over 165 students are employed with CRS in various positions to administer, manage, and support day-to-day operations. Student employee positions range from entry level positions such as area floor staff, office staff, and sport officials, to supervisory, management, and graduate positions. Consideration for employment is based on the review of a resume and interview.

Supervisor: Assistant Director, Marketing & Communications

Contract: A minimum of 20 hours/week for 10 months; roughly September-June

Compensation: \$6,000 plus a tuition waiver up to 12 credits per semester

Graduate Assistant Position Description

Graduate Assistants are responsible for overseeing various aspects of CRS programs. They manage undergraduate student staff, including hiring, training, development, and evaluation. Graduate Assistants are highly involved in programming and facility aspects of CRS and are expected to collaborate with staff from all CRS program areas and several other departments on and off campus.

Specific Responsibilities

- Attend all required meetings/trainings for CRS staff and Marketing/Special Events staff.
- Assist with planning, executing, and evaluating special events.
- Build relationships with local businesses and companies to obtain sponsorships.
- Update and maintain the Special Events section of the CRS web site.
- Assist in the supervision of department promotional efforts to include but not limited to on-campus promotions and external communications.
- Assist with designing promotional materials.
- Understanding of Institutional goals including but not limited to Customer Service, Diversity etc.

Minimum Qualifications

- Admission into a Towson University Graduate Program
- Maintain a good standing and a minimum GPA of 3.0
- Strong leadership and organizational skills
- Ability to excel in a dynamic and challenging atmosphere
- Strong written and verbal communication skills

Preferred Qualifications

- Experience in event planning.
- Working knowledge of web development software and other marketing applications
- Experience working with Adobe Photoshop, Illustrator, and InDesign.