Marketing Graduate Assistantship

Details:

The Marketing Graduate Assistant will support the Assistant Athletic Director of Marketing and Promotions by assisting with the execution of programming for all of athletics. This position includes the production and implementation of numerous marketing materials, initiatives and strategies throughout the athletic season including the Mort Harris Fitness and Recreation Center.

Responsibilities:

The Marketing Graduate Assistant will assist the Assistant Athletic Director of Marketing and Promotions with the administration of the Marketing Area. This position will require working a flexible schedule, including non-traditional work hours. Specific responsibilities will include, but are not limited to:

- Assist in the creation and implementation of all brand and department collateral pieces for print and electronic media including: print and digital newsletters, signage, flyers, t-shirts, posters, schedule cards, brochures, web graphics, digital scoreboard graphics and print/display ads
- Manage the department Kids Club
- Supervise the student marketing team
- Maintain monthly marketing research while participating in monthly Marketing Committee meetings
- Assist with the continued implementation of the department's online & social presence
- Preserve a standard of excellence in customer service
- Assist in developing & executing department promotional planning including: season themes, individual theme nights, selection of promotional giveaway items
- Contribute to the development, management and promotion of all special events including but not limited to: Football season, Volleyball season, Men’s and Women’s basketball seasons, Basketball tip-off event, Hall of Fame, W-Week, Tournaments, Coaches Series, Warrior Wednesday, department golf outings & campus initiatives.
- Other duties as assigned

Qualifications:

- Bachelors degree in related area of study
- A candidate for a graduate assistantship must be admitted to an academic graduate program at Wayne State University.
- Maintain good academic standing and carry a minimum of eight hours or graduate credit hours during each semester of the academic year appointment. Appointees may not accept any other paid employment with the university during the tenure of their appointment.
• Experience working with college students in a recreational setting, marketing and/or event experience preferred.
• Working knowledge of a college Athletic Department
• Experience planning and executing events.
• Basic understanding of desktop publishing software, mainly Adobe Creative Suite 4 and Microsoft Office & Excel.
• Attention to detail
• Able to organize, prioritize and manage time, meeting deadlines
• Good communication skills
• Highly organized with the ability to juggle multiple projects in a fast-paced organization
• A superior work ethic

How to Apply:

1. Complete the following items for the application packet:
   1. Cover letter stating desire & qualifications for the position.
   2. Resume
   3. References page (Minimum three references)

2. Submit the application packet one of three ways:
   1. Mail-Attention: Nicole Blaszczyk
       5101 John C Lodge
       101 Matthaei Building
       Detroit, MI 48202
   2. Email- Nicole.Blaszczyk@wayne.edu
   3. Fax- (313) 577-5996