

Marketing Assistant

JOB DESCRIPTION

POSITION SUMMARY

The Marketing Assistant will be responsible for assisting in day-to-day operations and management of content of the UAB University Recreation's TikTok, Instagram, Facebook, and Twitter. This position will be responsible for planning, creating, scheduling, and posting content for various social media projects such as Meet Our Members, Weekend Highlights, Meet Our Staff, and Weekly Nutritional Tips. The Membership Assistant will work with our Student Marketing team and will directly reporting to the Coordinator of Engagement and Belonging.

RESPONSIBILITIES

- Work with the Student Marketing team to promote University Recreation's facilities, programs, services, and special events.
- Create engaging content for all major social media platforms to increase URec's brand awareness.
- Brainstorm/offer ideas for social media projects/opportunities
- Schedule content to be published on social media at ideal times.
- Assist with monitoring the social media channels and activities.
- Assist with managing the University Recreation's social media content calendar.
- Assist with curating social media content for events, stand-alone campaigns, and other projects.
- Other duties as assigned.

ACQUIRED SKILLS

As a result of working as the Marketing Assistant, the student will have the opportunity to acquire and further develop their, communication, time management, attention to detail, adaptability, and social media skills.

STUDENT LEARNING OUTCOMES

- As a result of working for University Recreation, student employees will develop a sense of community by building relationships through effective communication and teamwork to foster resiliency.
- As a result of working for University Recreation, student employees will be able to demonstrate decision making and problem-solving skills acquired through trainings, experiences, and evaluations.
- As a result of working for University Recreation, student employees will be able to demonstrate professionalism by holding themselves and their coworkers accountable.
- As a result of working for University Recreation, student employees will be given opportunities for professional development to prepare them for future career.

JOB REQUIREMENTS

QUALIFICATIONS

[The requirements listed below are representative of the minimum education and/or hands-on experience necessary to perform each essential responsibility.]

- Degree seeking student at UAB.
- Displays excellent written and oral communication skills.
- Proficient in Facebook Meta Software.
- Proficient in Social Media Platforms (Facebook, Instagram, Twitter)
- Ability to work both independently and as part of a team.
- Basic knowledge of programs and services offered by University Recreation.
- Ability to prioritize and multitask in a fast-paced environment.

REQUIRED SKILLS

[The competencies listed below are representative of the knowledge, skills, and/or abilities required to perform each essential function.]

Technical Competencies

- Strong computer competency
- Proficient in Meta Business Suite
- Windows Operating System
- Proficient in Microsoft Office Suite

Professional Competencies

- Ability to communicate effectively with writing skills.
- Ability to multitask.

Physical Demands

- Repetitive wrist, hand, or finger movement (while operating computer equipment).
- Sitting 50% of the day.
- Occasional bending, stooping.
- Eye-hand coordination (keyboard typing).
- Hearing and speaking fluent English.