**Department of Human Resources**

**OPSEU Job Description**

**Job Title:** Marketing Assistant/Graphic Designer

**Job Number:** A-249

**NOC:** 611

**Band:** 7

**Department:** Athletics & Recreation

**Supervisor Title:** Manager, Sales and Sponsorship

**Last Reviewed:** August 22, 2013

**Job Purpose**

Reporting to the Manager, Sales and Sponsorship, the Marketing Assistant/Graphic Designer provides support for the development and implementation of marketing strategies, internal/external communication, public relations, and special event planning for the Department of Athletics & Recreation, to increase brand awareness and support revenue generation. This position develops written material for print and electronic media and produces all creative content utilizing graphic design technology, photography and writing skills.

**Key Activities**

*Graphic Design & Marketing:*

1. With direction from the Manager, Sales and Sponsorship, implements strategies identified in the marketing plan for the Athletics Department and its programs, including the Trent varsity program, campus recreation, community membership, Aquatics and fitness programming to build awareness and participation with all key user groups including, current and prospective students, faculty, staff, alumni and members of the community.
2. Utilizing graphic design technology, conceptualizes, designs, produces and distributes a wide variety of promotional material for all programs including: the Athletics Centre, varsity, campus recreation, and community membership, aquatics and fitness programming. Materials include but are not limited to: membership and program guides, banners, posters, advertisements, web pieces, signage, business and sponsorship proposals, and newsletters.
3. Works with program coordinators in Member Services, Fitness, Campus Rec, Trent Summer Sports Camp, and varsity to evaluate the effectiveness of marketing strategies to support revenue generation for the Department.
4. Coordinates ad placement and manages timelines, based on annual marketing strategy developed by Manager, Sales and Sponsorship.
5. Oversees the integrity of branding and visual identity guidelines and acts as a resource to provide advice and direction to departmental staff on these standards across the department.
6. Liaises with companies and community groups to develop promotional opportunities at events and raise profile of the Athletics Centre, Trent Athletics programs, and varsity sport.
7. Takes photographs and sources photography and other images for print and electronic publications, using both internal and external sources.
8. Act as liaison with and oversees the work of printers and other vendors as assigned.
9. Performs other graphic design and production tasks as assigned.
10. Work with the sales team in developing, operating and evaluating membership strategies in order to meet monthly sales and revenue targets
11. Works with the Athlete Development Coordinator in marketing varsity game attendance and Varsity image in the community

*Communications:*

1. Prepares media releases to promote special events at the Athletics Centre. Assists the Varsity Coordinator in preparing media releases for the varsity sport program.
2. Develops relationship with local media outlets to gain coverage on special events or programs taking place (i.e. CHEX news coverage).
3. Reports on signature events and produces and disseminates follow-up stories in print and electronic format.
4. Provides writing and editing support for program staff on external communication including all promotional material and electronic media.
5. Coordinates content for and designs, produces and distributes a quarterly newsletter to Athletics Centre members to promote programs and support member engagement and retention.
6. Provides support to senior staff by drafting key messages and speaking points for special events.
7. Develops templates for all print materials to establish a consistent brand within Athletics & Recreation, both for the TCSRC and the varsity programs.
8. Acts as liaison between the Department and the media.
9. Liaises and works with University’s Marketing & Communications Office and Registrar’s Office, as required, to highlight athletics and recreation to prospective and current students.

*Web, Social Media and Electronic Communications:*

1. Maintains and develops creative content for the main Athletics & Recreation website to reach target audiences.
2. Uses social media (Facebook and twitter) to effectively engage community members.
3. Researches best practices, trends, new strategies and take initiative in using the web and social media to effectively engage prospective community members and students (varsity, campus rec, etc.).

*Event Planning & Special Projects:*

1. Coordinates a number of special events throughout the year to support membership sales and retention and student recruitment including promotion, logistical planning and catering. Special events may include Open Houses, Member Appreciation events, and Expos and Tradeshows.
2. Provides assistance in coordinating key departmental events, including: Excalibur Golf Tournament, Academic All Canadians, Athletic Awards Banquet, championship varsity tournaments.
3. Participates in committees, special projects and represents Athletics & Recreation at external events, and tradeshows as required.

*Administration:*

1. With the Manager, Sales and Sponsorship, assists in developing and maintaining annual budget for Marketing, Communications, and Sponsorships for Athletics & Recreation. Monitors expenditures and reports variances to the Manager, Sales and Sponsorship
2. Oversees the public relations and image elements of the Department and Sport & Recreation Centre.
3. Evaluates the effectiveness of the marketing program and provides feedback to all program areas from customer satisfaction surveys and tools.
4. Works as a member of the Department of Athletics and Recreation staff team, contributing to overall departmental planning and operations.

**Education**

General University Degree (3 year) or College Diploma in Marketing, Public Relations, or Graphic Design.

**Experience Required**

A minimum three years of directly-related experience in graphic design, marketing and promotion.  
Portfolio of work that demonstrates ability to apply design theories and principles to develop effective design solutions – advertising, publications design, website design, information design and photography.  
Considerable knowledge of writing techniques to communicate effectively to a variety of audiences.  
Proficiency using graphic design software (In Design, Adobe Photoshop). Intermediate level of computer skills in Microsoft Word, Excel, and PowerPoint.  
Excellent organizational and planning skills to manage diverse projects and shifting priorities with tight timelines.  
Excellent oral communication skills, including the ability to speak publicly, to deal with the media, and to make presentations.  
Ability to work effectively as part of team.  
Must be able to work extended hours and evenings/weekends, as required.  
Access to a vehicle to attend meetings or special events off-site.  
Criminal Records Check (dated within the last 6 months) will be required as a condition of employment