

**Graduate Assistant, Marketing**

**NIU Recreation**

**Northern Illinois University**

**NIU Recreation**: The department of NIU Recreation’s main facility is located at the Student Recreation Center at the crossroads of Annie Glidden Rd. and Lucinda Rd. in DeKalb, IL. The Recreation department offers a comprehensive recreation program and services for the campus community featuring Intramural Sports, Fitness, Nutrition, Open Recreation, Outdoor Adventures, and Sport Club activities.

**Department Why:** We create conditions for success by facilitating opportunities and building a culture that inspires optimal health and well-being.

**Our Promise:** Have fun. Live well. Feel your best.

**Intercollegiate Athletics Mission:** To inspire and sustain excellence in the P.A.C. principle of “Promoting Athletes to Champions” while developing champions in the classroom, in competition and in life.

**The Position:** Graduate Assistant(s) will report to the Creative Branding and Marketing Associate. The marketing graduate assistant will assist in the execution of a departmental marketing plan and work closely with the Associate Director of External Affairs. The successful candidate(s) will be responsible for developing designs for posters, fliers, t-shirts, brochures, signage, digital signage and social media.

**Responsibilities:**

* **Production:** Design, coordinate, and produce NIU Recreation print publications, social media graphics, and facility signage. Adhere to design standards and principles of Intercollegiate Athletics and Northern Illinois University. Assist in keeping production and printed materials and projects on schedule.
* **Coordination:** Develop design plans and timetables for projects.
* **Planning:** Assist with developing and implementing marketing strategies to promote facilities, programs, services, and special events for the department.
* **Written Communication:** Write, edit, and proofread copy for publications.
* **Multimedia:** Take program and event photos or videos as needed and retouch any photos as needed. Assist in the development of audio and video productions for NIU Recreation.
* **Collaboration:** Serve on department, division, or campus-wide committees, as assigned.
* **Teamwork/building**: Attend and participate in regular meetings such as full-staff meetings, student staff meetings, emergency response training and Student Leadership Team meetings. Develop and maintain team building exercises and events for student staff.
* **Creativity:** Assist in market development and implementation for the promotion of fitness and wellness activities. Develop new activities and events.
* **Assessment/Evaluation**: Assist in developing and assessing participation data, program and staff evaluations, and learning outcomes, and prepare semester reports that include recommendations for improvement.
* **Supervision:** Recruit, hire, train, supervise, schedule, and evaluate student graphic design personnel.
* **Research:** Assist in conducting marketing research (i.e., benchmarking, surveys, focus groups etc.) to further develop marketing reach and make recommendations for improvements.
* **Other:** Assist in other departmental activities and perform other duties as assigned.

**Requirements:**

* Admitted to NIU’s graduate school and enrolled in a graduate course of study.
* This position is designated as security sensitive. In compliance with the Illinois Campus Security Act, before an offer of employment is made, the university will conduct a pre-employment background investigation, which includes a criminal background check.

**Qualifications:**

* Above average knowledge of various design software programs including but not limited to: Adobe Photoshop, Illustrator, InDesign, Acrobat. Lightroom and Premiere Pro.
* Organized and able to multi-task.
* Strong attention to detail and able to edit and work with templates.
* Solid one-on-one and group communication skills- including listening, researching, and collaborating.
* Good organizational skills and ability to work independently and in group setting.
* Excellent written communication skills.
* Ability to meet departmental goals and deadlines.
* Experience working with students of diverse educational, racial, ethnic, and cultural backgrounds.
* Ability to supervise others and work in a dynamic, changing, and diverse environment.
* Genuine interest in gaining experience and knowledge to enhance skills in chosen career.

**Contact Information:**

Lee Ann Gustafson

Northern Illinois University

Student Recreation Center, DeKalb, IL 60115

Email: lgustafson1@niu.edu

**Materials:**

Interested and qualified individuals should send a cover letter, resume and two references (work or academic), plus digital portfolio link to Lee Ann Gustafson, creative branding and marketing associate, lgustafson1@niu.edu. The position is open until filled.

Northern Illinois University is an equal opportunity institution and does not discriminate on the basis of race, color, religion, sex, age, marital status, national origin, disability, or status as a disabled or Vietnam-era veteran. The Constitution and Bylaws of Northern Illinois University afford equal treatment regardless of political views or affiliation, and sexual orientation. NIU recognizes Dual Career issues.

**About NIU:**

Chartered in 1895, NIU is a comprehensive teaching and research institution with a student enrollment of approximately 17,000. Located in one of the most dynamic regions of the country, DeKalb is 65 miles west of Chicago, Illinois. NIU is included in the Doctoral/Research Universities-Extensive category of the Carnegie Foundation for the Advancement of Teaching and is a member of the National Association of State Universities and Land-Grant Colleges. NIU has a diverse student population with 735 international students representing 118 nations. Approximately 3,500 students live on campus in residence halls and apartments. NIU Recreation is a department in the Division of Intercollegiate Athletics. The department offers open recreation, aquatics, group fitness classes, intramurals, sport clubs, outdoor recreation, nutrition counseling, and personal training services. The staff includes 7 full-time professional; 1 part-time professional; 1 full-time support staff, 8 graduate assistants, and interns.