



Campus Recreation Graduate Coordinator - Marketing Job Description

Job Title: Graduate Coordinator, Marketing

Salary Range: \$17,500 annual stipend

This position is funded by Campus Recreation, and contingent upon annual renewal

Department: Campus Recreation, Division of Student Life

Reports to: Assistant Director of Marketing, Member Services, and Business Operations

Position Summary:

This position is responsible for assisting in all facets of the member services area, with significant emphasis in student staff management, scheduling, training, and evaluation communicating with patrons, and enforcing facility policies. The assistantship will provide the student with comprehensive, hands-on training to further enhance their professional development in the field of customer service and recreation.

Job Responsibilities

Marketing Responsibilities

- Collaborate with professional staff to develop new marketing strategies, promotional campaigns, and events
- Lead the Campus Rec street team by coordinating tabling events and ensuring distribution of marketing collateral
- Design flyers, brochures, posters, and other print materials, and distribute them across campus
- Create digital collateral such as digital ads, social media graphics, short videos, and website content
- Schedule social media posts promoting Campus Rec services, programs, and events
- Work closely with the university social media office to ensure compliance with university standards
- Engage with the online community to foster strong customer relationships
- Compile and analyze social media analytics to improve promotional campaigns and strategies
- Manage and maintain photo archives from programs and events
- Oversee temporary facility signage and maintain promotional materials including digital and tabletop displays, bulletin boards, and giveaways
- Coordinate marketing opportunities with other campus departments
- Assist with related research, survey development, assessments, and evaluation of departmental programs
- Assist with membership services programs, including promotional activities, special events, and member recruitment and retention strategies
- Utilize artificial intelligence tools responsibly and ethically in the completion of marketing tasks. The Graduate Coordinator is expected to apply AI as a supportive resource while exercising

professional judgment, verifying accuracy, and ensuring that all content upholds the integrity and standards of Campus Recreation

Student Development

- Assist with the hiring, management, and development of marketing student staff, consisting of approximately nine assistants, including graphic designers and photographers/videographers.
- Contribute to the creation of an innovative curriculum for marketing training and development that supports career-ready skill development.
- Assist with all staff trainings and meetings including facilitating presentations

Software Management

- Maintain and update the Campus Rec website using the Cascade software
- Make edits to the Campus Rec FusionGo App as needed and update member portal widgets regularly
- Gather social media metrics using Sprout Social, website traffic using Cascade, and newsletter metrics using Constant Contact
- Schedule push notifications on the mobile app to promote services, programs, and events and to announce closures and cancellations
 - Manage communications media for the facilities including all FusionWave digital displays and networked fitness equipment
- Participate in all trainings provided by Innosoft Fusion

Administrative Responsibilities

- Attend bi-weekly departmental meetings
- Ability to work evenings and weekend hours
- Assist with Campus Recreation special events, all campus recreation staff trainings and meetings, and other duties as assigned
- Participate in Campus Recreation committees
- Assist with Open House/Orientation events and other marketing/outreach of campus recreation programs
- Develop and administer assessments and evaluations
- Attend and actively participate in professional development opportunities
- Lead new student employee hiring sessions
- Work collaboratively with other departments and Graduate Coordinators across campus

Minimum Job Requirements:

Education:

The Graduate Coordinator of Marketing must possess a Bachelor's degree and be enrolled as a graduate student

Experience:

Previous experience in marketing

Specific Skills:

- Weekend and evening availability
- Strong interpersonal, leadership, and communication skills, both verbal and written
- This position requires someone who is willing to work in a diverse team environment with a focus on continual learning, development and the ability to uphold our quality service standards

- Knowledge and experience with desktop publishing and other computer applications in a PC environment
- Knowledge in working with google suite and microsoft office applications

Specialized Knowledge, Licenses, etc:

- Proficient in Canva, Adobe Creative Cloud software including Photoshop, Illustrator, and inDesign
- Valid Driver's License and/or ability to obtain valid Driver's License required
- American Red Cross CPR/First Aid/AED certification within 30 days of employment

Preferred Qualifications:

- Bachelor's degree in marketing, public relations, or related field
- 1-2 years working within areas of campus recreation marketing, public relations, graphic design, website publishing, social media oversight
- Experience supervising student staff
- Experience supporting and hosting special events
- Knowledge of SubitUp scheduling software

Supervisory Responsibility, if any:

Supervision of undergraduate student employees that serve as sport club supervisors.

Working Conditions:

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job: Occasionally lift or transport materials weighing 40 lbs. or less. Must be able to move about the campus. Must be able to sit for long periods of time in front of a computer terminal. Will occasionally work outdoors and be exposed to weather conditions. The noise level in the work environment is usually moderate.

Can this position be performed remotely? If yes, what percentage of the duties can be performed remotely?

This position is expected to be in person based on the requirements of the position.

Terms and Conditions of Appointment:

- I. Time Commitment
 - a. 20 hours weekly, 12-month commitment (summer/winter breaks increase to 25 hrs weekly) beginning July 6, 2026, but could start earlier
 - b. The Coordinator is required to be punctual, reliable, and conscientious in the performance of all responsibilities.
 - c. All other time commitments must be negotiated in advance with the supervisor. The Coordinator may not hold outside employment for the duration of his/her appointment or take summer classes unless an exception has been discussed in advance with the supervisor.
- II. Academic Standards and Professionalism
 - a. The Coordinator may not drink any alcoholic beverages or use or be under the influence of any other drugs that may diminish alertness or effectiveness while working. The Coordinator may

- not use, or be under the influence of, alcohol and other drugs in the presence of any student or parent program participants.
- b. The Coordinator must maintain high personal standards in behavior, appearance, and attitude, and is also expected to demonstrate professional and appropriate relationships with students, parents, and other staff members.
 - c. The Coordinator will represent University services, academics, organizations, etc., as part of the total Rowan experience in an accurate and unbiased manner, and may provide individual counseling to students.

III. Remuneration

- a. The Coordinator will receive \$17,500 annual stipend paid bi-weekly throughout the employment period for an 12-month contract
- b. Full funding of in and out of state tuition up to 9 credit hours per semester, with a maximum of 36 credit hours over 2 academic years
- c. Graduate Coordinator is responsible for University fees, books, and health insurance
- d. \$500 on the Rowan Card each semester, which can be used for food/books
- e. Professional development funding potentially available for conferences, workshops, certifications, and is contingent on budget allocation
- f. Annual 8 holiday days off and 3 weeks of PTO available
- g. Summer class and external employment requests may be made to your direct supervisor for review and approval
- h. Glassboro campus parking permit provided

IV. Termination

Campus Recreation may dock pay, place a staff member on probation, or terminate employment under the following circumstances:

- a. Failure of a staff member to carry out responsibilities and/or terms and conditions of his/her employment including the following Rowan University standards:
 - i. Three or more repeated, unreported absences from work
 - ii. Insubordination
 - iii. Breach of confidentiality
 - iv. Theft or fraud
 - v. Threatening a supervisor
 - vi. Failure to meet the standards of Satisfactory Academic Progress
- A Rowan University student may also be immediately terminated from all Institutional and Federal Work Study Programs for the duration of the academic year for one of these offenses.
- b. On-campus or off-campus conduct deemed inappropriate for a University staff member, which includes violations of Division of Student Life policies and procedures, Student Code of Conduct, Alcohol & Other Drugs policies, and/or other University policies.
- c. Funding for the position becomes unavailable.

DISCLAIMER: This is not an exhaustive list of all responsibilities, requirements, and skills.

Employees are required to perform tasks assigned by supervisors and management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change.

RU Classification: Program Assistant, Level 4, Step 3
Rowan University is an Equal Opportunity Employer.

Contact: Interested applicants should send a cover letter highlighting relevant education and experience, a résumé, and the names of three references to:

Melanie Alverio
alverio@rowan.edu

Applications are reviewed and interviews scheduled on a rolling basis. Offers may be made at any time after a student has been admitted to a graduate program. Candidates will be allowed a reasonable consideration period in order to weigh other graduate program and assistantship offers. We will not insist upon a response to the offer until the Council of Graduate School's April 15th date for responding to offers of financial support.

12/17/2025