

Communications and Promotions Graduate Assistant

PROGRAM OVERVIEW

Campus Recreation and Wellness at East Carolina University provides the following programs and services for the campus community: wellness, intramural sports, physical activity & fitness, informal recreation, club sports, adventure leadership programs, summer camps, and special events. Facilities include a state of the art 150,000 square foot Eakin Student Recreation Center; 30,000 square foot Health Sciences Student Center; an 18-acre multi-sport field complex; a team challenge course; and a 129-acre sports complex which includes eight sport fields, a six-acre lake, disc golf course, boathouse, walking/jogging trails, outdoor fitness equipment, sandy beach area, beach volleyball courts, and an Odyssey challenge course.

THE UNIVERSITY

East Carolina University is a constituent institution of the University of North Carolina System and has an enrollment of over 29,000 students, making it North Carolina's fourth largest institution of higher learning. The main campus is adjacent to uptown Greenville, NC, a city of over 70,000 people. Greenville is the hub of the eastern North Carolina coastal plains and a business, medical, and educational center. It is 80 miles east of Raleigh, the state capital, accessible by highway and nearby airports, and within easy driving distance of coastal resorts.

REQUIREMENTS FOR CANDIDACY

Bachelor's degree required from an accredited college or university. Preference is given to candidates specializing in Business Administration/Marketing, communications, sport management, exercise and sport science or a related field. The candidate must possess an academic background which will satisfy the graduate entrance requirements of East Carolina University. Previous experience in marketing, graphic design, social media promotions, and student employee management is desired. Must maintain current driver's license and satisfy university driving standards. Duties will require weekend and evening hours.

SCOPE OF POSITION

As a result of this Graduate Assistant position, students will have the opportunity to gain the following core competencies based on the ACPA/NASPA Professional Competency Areas for Student Affairs Practitioners:

- **Human & Organizational Resources:** Includes knowledge, skills and attitudes used in the selection, supervision, motivation, and formal evaluation of staff, conflict resolution; management of the politics of organizational discourse; and the effective application of strategies and techniques associated with financial resources, facilities management, fundraising, technology use, crisis management, risk management and sustainable resources.
- **Leadership:** Addresses the knowledge, skills, and attitudes required of a leader, whether it be a positional leader or a member of the staff, in both an individual capacity and within a process of how individuals work together effectively to envision, plan, effect change in organizations, and respond to internal and external constituencies and issues.
- **Well-Being:** Opportunity to help Pirates thrive using the Five Essential Elements of Well-Being (career, social, financial, physical, community). You will assist the university in executing its commitment

In a commitment to Diversity, Equity and Inclusion all CRW Graduate Assistants will:

- Actively contribute as a staff member of CRW and Student Affairs to uphold the framework of equity and social justice.
- Advocate for awareness, understanding and the diversity and inclusion of all people in CRW facilities, programs and communications while providing a commitment to work effectively with students, faculty, and staff from diverse backgrounds.
- Advocate for the educational and cultural benefits of providing diversity and inclusion in CRW.

RESPONSIBILITIES

Assist in the student selection process, supervision, and evaluation for CRW Marketing Assistants, Interns and/or Graphic Designers

- Directly manage and supervise the day-to-day duties and work schedules of student Marketing Assistants, Interns and/or Graphic Designers
- Ensure the marketing efforts align with the five (5) elements of well-being: career, social, financial, physical, community.
- Coordinate digital marketing efforts, press releases, tabling, face-to-face displays, and other marketing mediums.
- Present to various groups and organizations to promote CRW.
- Assist with planning and implementation of the Raid the Rec, Polar Bear Plunge, Beach Fest After Dark, Open House, Barefoot on the Mall and other Events
- Assist with the development and generation of new marketing concepts, mediums, and ideas to promote all aspects of CRW (Aquatics, Adventure Leadership, Collegiate Recovery Community, Facilities, Fitness, Sport Programs, Well-Being)
- Manage the CRW promotional inventory to include, tracking and ordering as needed.
- Facilitate periodic communication with program area staff to determine needs and monitor progress.
- Serve on CRW and non CRW committees as necessary for professional development growth
- Attend meetings and participate in workshops held by ECU and Student Affairs
- Professional Development: Participate in activities that will enhance the graduate assistant's skills and preparation towards future goals.

DATES OF EMPLOYMENT & COMPENSATION

- Expected work dates are August 1, 2025 – May 7, 2026 (excluding all student observed holidays).
- Stipend of \$11,875, for 9 months. Professional development support available. Full In-State Tuition and Student Fees included. Out of state students are responsible for paying the amount of the difference between out of state and in-state tuition. Room and board is the responsibility of the incumbent.
- Additional opportunities are available for summer employment.
- This is typically a 2-year position with a satisfactory evaluation required to continue to second year.
- Position is open until filled. **PRIORITY APPLICATION DEADLINE**
- Funding for this position is contingent on the continued availability of auxiliary funds.

APPLICATION PROCESS

To apply for this position please email cover letter, resume and list of three professional references to Assistant Director of Communications and Promotions Jenny Gregory at jgregory@ecu.edu or call 252-328-4942.

Federal Law requires proper documentation of identity and employability at the time of employment. It is requested that this documentation be included with your application. East Carolina University is an affirmative action, equal opportunity employer and as such encourages applications from qualified women and minorities.