

UC SANTA BARBARA

Department of Recreation

UCSB Department of Recreation Marketing Team

----- Job Descriptions -----

**Graphic Designer** -----

Graphic Designers are responsible for creating logos, designs, and artwork to be used in print and online materials and improving the visual image of the department's brand. Adobe Illustrator experience is required. Photoshop and InDesign experience is preferred. Applicants must submit a portfolio of their work to be reviewed alongside their application.

- **Responsibilities:**
  - Conceptualize, create, and produce marketing materials.
  - Implement designs that are consistent with the department's brand and its visual representation.
  - Create multiple size variations of print/web materials in order to fulfill all project size specifications.
  - Develop new design ideas to improve Recreation's brand as a whole.
  - Actively participate in marketing projects and take ownership of branding opportunities.
  - Work various events and help with set-up, clean-up, and outreach through our marketing table.
- **Mandatory Dates:**
  - Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
  - Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
  - Priority given to those who can work over summer

**Photographer** -----

Responsible for creating lasting and meaningful images to shape the visual evolution of Recreation's brand. Photographers oversee all aspects of capturing images, from pre-planning to final distribution, and recommend edited photos for marketing content. Adobe Photoshop and Lightroom experience is preferred. Applicants must submit a portfolio of their work to be reviewed alongside their application.

- **Responsibilities**
  - Responsible for setting up photo-shoots, including finding space, models, assistants, and equipment.
  - Monitor photo selections and editing for aesthetics, technical, and theme requirements, and for compliance with the approved style of the brand.
  - Edit, retouch, and process photographs.
  - Work with clients to discuss the images they require and how they want to use them.
  - Timely uploading of photos to back-up systems for mass distribution.
  - Actively participate in marketing projects and takes ownership of branding opportunities.
  - Provide brand management of Recreation through implementation of purposeful marketing strategies.
  - Attend and photograph Recreation events throughout the year.
- **Mandatory Dates:**
  - Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
  - Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
  - Priority given to those who can work over summer

## Videographer -----

Responsible for creating video footage to shape the visual story Recreation's brand. Videographers oversee all aspects of filming, editing, approvals, and uploading footage. They are responsible for attending events and sitting in on classes/activities to shoot footage. Applicants must submit a portfolio of their work to be reviewed alongside their application.

- **Responsibilities:**
  - Develop video content for UCSB Recreation media mediums.
  - Responsible for pre-production meetings, traveling to shoots, conducting interviews, monitoring the light and audio quality, and editing the final product.
  - Shoot, edit, encode and upload video assets in a timely fashion, under shifting deadlines and pressures.
  - Create titles, animations, and select appropriate tease images for video content.
  - Create promotional and special event videos when necessary for Marketing Team.
  - Actively participate in marketing projects and takes ownership of branding opportunities.
  - Provide brand management of UCSB Recreation through implementation of purposeful marketing strategies.
- **Mandatory Dates:**
  - Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
  - Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
  - Priority given to those who can work over summer

## Social Media Coordinator -----

Responsible for managing and planning social media content and distributing information through our social media accounts. Oversees social media promotional programs, social media accounts, communication and outreach on various platforms, and analytics for maximum digital reach. Hootsuite or equivalent social media planning tool experience is preferred.

- **Responsibilities:**
  - Manages Recreation's Instagram, Facebook, Snapchat, and Twitter accounts.
  - Responsible for maintaining a professional online environment used for facilitating information and promoting events.
  - Creates strategies for targeting and gaining access to existing and new markets.
  - Develops promotional social media marketing plans.
  - Covers Recreation events in real time through various platforms, such as Facebook Live.
  - Regularly monitor effective benchmarks for measuring the impact of social media programs.
  - Analyzes, reviews, and reports on effectiveness of campaigns in an effort to maximize results.
  - Actively participates in marketing projects and takes ownership of branding opportunities.
  - Provide brand management of Recreation through implementation of purposeful marketing strategies.
  - Work various events and help with set-up, clean-up, and outreach through our marketing table.
- **Mandatory Dates:**
  - Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
  - Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
  - Priority given to those who can work over summer

## Brand Coordinator -----

Responsible for maintaining and generating new relationships with Recreation, this position links the brand to its partners. Brand Coordinators connect people to projects by providing oversight to innovative ideas and marketing strategies. Acting primarily as the liaison between UCSB Recreation and its partners, Brand Coordinators utilize marketing opportunities to enhance brand relations.

### - Responsibilities:

- Manages all aspects of projects, from initiation through closure, requiring minimal direction.
- Plans, coordinates, and directs all activities associated with developing project plans, communication plans, project schedules, etc.
- Works closely with Social Media Coordinators, Marketing Assistants, and the Creative Team by delegating tasks, seeing them through, and working on edits throughout projects.
- Frequently communicates with management, project team, and stakeholders.
- Actively seeks approval from respective personnel to provide quality work.
- Specialize in development of relations and enhancement of Recreation's partnerships/sponsors.
- Identifies prospects' advertising, marketing, and business issues and matches these with our capabilities and ideas.
- Actively participate in marketing projects and takes ownership of branding opportunities.
- Provide brand management of UCSB Recreation through implementation of purposeful marketing strategies.
- Work various events and help with set-up, clean-up, and outreach through our marketing table.

### - Mandatory Dates:

- Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
- Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
- Priority given to those who can work over summer

## Marketing Assistant -----

Marketing Assistants are the go to for any task that needs to be completed that falls outside of the Brand and Social Media Coordinator positions. Some of the responsibilities may overlap with these positions if they need assistance. Aside from that, Marketing Assistants are responsible for printing and distributing media, uploading Digiknows, updating the Recreation Website, sending out monthly newsletter emails, working our Marketing Tables, and any other miscellaneous projects that benefit Recreation's outreach efforts.

### - Responsibilities:

- Print marketing materials in-house, prepare them for distribution, and deliver them to their appropriate locations.
- Maintain and update the marketing materials posted around the Recreation Center.
- Upload Digiknows online to be distributed around campus.
- Update the Recreation website consistently to reflect marketing efforts and schedule changes.
- Create and send out monthly newsletter emails.
- Represent UCSB Recreation in a professional and friendly manner through tabling and interacting with other students/community members; this includes informing them about our programs and events and handing out swag.
- Assist the Brand and Social Media Coordinators with their projects when needed.
- Actively participate in marketing projects and takes ownership of branding opportunities.
- Provide brand management of UCSB Recreation through implementation of purposeful marketing strategies.
- Work various events and help with set-up, clean-up, and outreach through our marketing table.

### - Mandatory Dates:

- Recreation Staff Training: September 21, 2019 | 8:30am-2:30pm @ Rob Gym
- Fun & Fitness Festival: September 25, 2019 | All Day @ Rec Cen
- Priority given to those who can work over summer