



**SFSU CAMPUS RECREATION**

# **NOW HIRING**

**Student Manager of Marketing**

**APPLICATION DEADLINE:  
OPEN UNTIL FILLED**

**To Apply: Send resume and cover  
letter to [mfloresa@sfsu.edu](mailto:mfloresa@sfsu.edu)**



## PURPOSE

The main responsibility of the Student Manager of Marketing is to help oversee the operations and management of the Marketing Program Area for the Mashouf Wellness Center. Experience and knowledge of effective marketing techniques is essential to this position. This person also helps provide overall development and promotion of programs, and contributes to the overall goals and values of the Campus Recreation Department. \*Position is remote during covid times.

## DUTIES AND RESPONSIBILITIES

- Responsible for assisting full-time staff in overseeing the day-to-day operations of the Marketing Program Area. The Marketing Team will offer print, digital screen, video, web-based marketing for the Mashouf Wellness Center.
- Educate participants and staff on use of the Marketing Program Area, and enforce program policies and procedures.
- Assist in the hiring, scheduling, training, supervision, and leadership mentoring of a qualified and quality Marketing Staff.
- Review timesheets and provide payroll back-up information.
- Organize and conduct staff meetings and staff trainings with the Marketing Staff.
- Train Marketing Staff on all current responsibilities and expectations specific to the Marketing Program Area and our department/campus.
- Maintain inventory of the equipment and report when supplies are running low or when equipment needs repair or replacement.
- Disseminate information about Campus Recreation programs, including hours, rules, proper equipment usage, and safety.
- Collaborate with all other MWC Program Areas and Staff and campus entities to maximize safe, efficient, and proper usage of materials related to your Program Area.
- Seek feedback for improvement of the program from participants and staff, and implement changes that will result in a safe environment for all participants.
- Maintain standardized risk management best practices and emergency procedures for your program area.
- Provide a professional, welcoming, and inclusive environment for staff and participants.
- Maintain current knowledge of all Campus Recreation programs and participate in the planning and implementation of additional Campus Rec programs and activities as needed.
- Regularly attend weekly Management Team Meetings, as well as the Management Team Leadership Retreat at the start of the fall and spring semester, and other required trainings and meetings as necessary.
- Hours will vary, however students may not work more than 20 hours/week during the academic semester.

## QUALIFICATIONS

- Previous leadership, coordination or management experience is required.
- Previous marketing and/or publicity experience and knowledge of creative strategies to increase participation.
- Strongly preferred: Skills in producing print and digital screen media, video, and website design; experience building and executing a marketing plan.
- First Aid, CPR, & AED Certified, or willing to obtain within 3 months of being hired.
- Must be a student at San Francisco State University enrolled in 6+ units, with minimum 2.0 GPA.
- Employment may be dependent on passing a background check.
- Experience must include use of Microsoft Word, Excel, and use of standard office equipment such as photocopier and telephones.
- Demonstrates leadership skills including strong communication skills, and working in a team atmosphere.
- Must be able to work independently without direct supervision on day-to-day tasks.