



Position:	Marketing & Special Events Intern
Hours:	Part-time, up to 10 hours/week Flexible, will work around class schedule and semester breaks Evening and weekend events
Place:	GVSU Allendale campus
Start Date:	January 9, 2017
Duration:	Winter 2017 semester.
Position Summary:	Under the supervision of the Assistant Director of Marketing and Special Events, you will be responsible to assist Campus Recreation through development, production and implementation of tactical marketing initiatives aimed at increasing customer retention, promoting brand image, improving program awareness and strengthening current collaboration efforts with campus partners.
Objectives:	To gain a full understanding of the day to day marketing operations of Campus Recreation. This position will allow you to grow professionally in an office environment while learning the knowledge of our recreation programming.
Qualifications:	Sophomore /Junior level Marketing/PR/Communications major preferred Strong written and verbal communications skills Creative/innovative thinker Problem solving skills Strong initiative Self-motivator Strong sense of customer relations and service Professional attitude with the ability to contribute ideas to brainstorming sessions Knowledge of Adobe InDesign, Illustrator and Photoshop are a plus Working knowledge of Apple Products Photography/Videography skills are a plus
Work Description:	Assist with updating the internal Google Calendar and Events Calendar Upload current articles, photographs, events, fulfill content edit requests Assist in developing e-mail database and monthly Newsletter Maintain bulletin boards in Campus Recreation facilities Assist with the planning and executing events Execute 3-4 social media campaigns a semester Plan 1 new event for the department Learn how to recruit, hire, and manage the Street Team



Manage Copy Center and Promotions Office orders
Serve as Campus Recreation representative at internal events, Outreach events
Assist with the growth of campus connections (i.e. Women's Center, Student Life, and Office of Multicultural Affairs)

To Apply: Go to the link below and click on Employment Application and fill out and attached documents as follows

For Questions Contact: Micah Brown, Marketing Special Events Assistant,
rec@gvsu.edu

Deadline: November 20th by 6:00pm