

TITLE: Marketing Specialist – Graphic Designer

ROLE: The Marketing Specialist – Graphic Designer will assist the Senior Assistant Director, Guest Services and Marketing in the designated specialty area to support the mission and promotion of the Recreation and Wellness Services programs, services and facilities using university approved marketing methods and tools.

SUMMARY OF RESPONSIBILITIES: The Marketing Specialist – Graphic Designer will create visually appealing promotional materials, advertisements, signage, and event flyers for all departmental needs based on marketing plans. Additional projects will include creating logos and artwork for promotional items, T-shirts and specific program offerings as requested.

**Please refer to the bottom of this job description to view more detailed examples of job responsibilities and how they align to your personal & professional development.*

PAY RATE: \$11.50 / hour.

TYPICAL WORK SCHEDULE AND HOURS

- Schedules are assigned based on your availability. We appreciate that you are a student first.
- A typical weekly schedule will be created based on this availability in combination with marketing needs.
- Other shifts may be assigned throughout the semester based on new programs, projects and events. Maintain flexible hours to include evenings and weekends.
- Hours may range from 10 - 15 hours per week. See Weekly Working Hour Limits below.

APPEARANCE AND DRESS: The Marketing Specialist – Graphic Designer will be clean and neatly attired while on duty. A RecWell staff shirt and nametag (provided) to be worn as the primary outer layer, as well as khaki / jeans bottoms with no rips or holes and closed-toed shoes.

SUPERVISOR(S): Senior Assistant Director, Guest Services and Marketing

MINIMUM QUALIFICATIONS:

- An eye for detail and a passion for design.
- Solid computer skills are necessary, mostly Adobe Creative Suite (InDesign, Photoshop, Illustrator and After Effects) and Microsoft Office.
- Work both independently and collaboratively with others in various working groups to achieve common goals.
- Strong verbal and written communication skills with coworkers, supervisors, and all RecWell patrons and guests.
- Ability to positively create a welcoming environment for all and maintain a positive attitude at work.
- Functions and communicates effectively and respectfully with all people.
- Demonstrating an articulation of one's own personal and professional goals, strengths, and weaknesses, and how this work experience will be a growth opportunity.
- Ability to address conflict in a professional manner through problem-solving and critical thinking.

HOW TO APPLY: Interested candidates must apply through Handshake.

QUESTIONS? Contact Dr. Chris Baker at cbaker5@kent.edu.

SUMMARY OF THE MARKETING AREA: The Marketing area is the primary area that handles and oversees all marketing efforts for Recreation and Wellness Services. Specific marketing assets include, but not limited to, the following: digital screen images, flyers, posters, webpages, advertisements, promotional items, facility signage, email newsletters, social media posts. The Marketing area staff work with all Recreation and Wellness Services staff and facilities.

OTHER REQUIREMENTS AND EXPECTATIONS:

- **Background Check:** Must obtain a background check outlined by the department prior to employment. All offers of employment at RecWell are contingent upon clear results of a thorough background check (will be provided upon hire at no cost). A plea of guilty to, a finding of guilty by a referee, jury or court of, or a conviction of any of the following shall disqualify an individual from being eligible for employment with Recreation and Wellness Services.
 - (1) A felony. (2) A sexual offense, as defined in chapter 2907 of the revised code. (3) An offense of violence, as defined in section 2901.01(A) (9)(a) of the revised code. (4) A theft offense, as defined in section 2913.01(K)(1) of the revised code. (5) A drug abuse offense, as defined in section 2925.01(G) of the revised code. (6) Substantially comparable conduct to (1) through (5) above, occurring in a jurisdiction outside the state of Ohio.
- **Standard Trainings:** Become certified in American Red Cross CPR/AED / FA for the Professional Rescuer, Fraud Training, Bloodborne Pathogen Training, and other trainings as assigned (will be provided upon hire at no cost).
- **Department Trainings:** Attend all new hire orientation trainings, department (semesterly) and area trainings (monthly), and other trainings (in person and online) as needed.
- **Certifications:** Maintain all valid certifications that are required of your position and abide by FERPA / HIPPA.
- **Communication Expectations:** Adhere to communication deadlines and expectations set forth by your area supervisor or other professional staff members, including answering emails, text messages, and phone calls in a timely manner (24-48 hours).
- **Work Flexibility:** Ability to work a flexible schedule, including non-traditional work hours, and practice good time management skills.
- **Weekly Working Hour Limits:** Abide by the hourly work week limit of 28 hours maximum per week in all on campus jobs combined. For international students, 20 hours maximum per week when classes are in session, and 28 hours per week maximum when classes are not in session (summer, spring break, and winter break).
- **Emergency Response:** Ability to respond to an emergency, as outlined in the Emergency Action Plan.
- **Clean, Safe, Organized Workstation:** Maintain a clean, organized, and safe workstation and environment for student employees, patrons, and all others.
- **Policies and Procedures:** Abide by all other policies and procedures outlined by Recreation and Wellness Services, the Division of Student Life, and Kent State University.
- **Commitment and Congruency:** Commitment to Recreation and Wellness Services' mission, team culture, and values and aligning oneself with them.

MISSION STATEMENT: We build communities of belonging by encouraging well-being through inclusive leadership, recreation, and wellness experiences.

VALUES: Sustainability, Excellence, and Belonging.

EQUAL OPPORTUNITY: We are an equal opportunity employer, and all qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status, protected veteran status, or any other characteristic protected by law.

NACE COMPETENCIES FOR A CAREER – READY WORKFORCE: The [National Association of Colleges and Employers](#) developed a definition for career readiness and [identified key components](#) to prepare college students for a successful transition into the workplace. These are some more examples of how this position will allow you to grow in each of these competencies. Some examples are “Professionalism” and “Critical Thinking”. This position’s job responsibilities will allow you to grow in each of these competencies. Please see below.

Job Responsibilities	Career & Self Development	Communication	Critical Thinking	Leadership	Professionalism	Teamwork	Technology
Job Responsibility 1: Complete assigned tasks on time and in an appropriate manner.	☒	☐	☒	☒	☒	☐	☐
Job Responsibility 2: Create marketing materials that promote an inclusive environment where everyone feels safe and welcome.	☐	☒	☒	☐	☒	☐	☐
Job Responsibility 3: Utilize necessary software in an effective and efficient manner (Adobe Creative Suite, Microsoft Office, etc.)	☐	☒	☐	☐	☐	☐	☒
Job Responsibility 4: Assist with the development of marketing strategies.	☐	☒	☒	☐	☐	☒	☐
Job Responsibility 5: Recognize the strengths of self and others to reach common goals and contribute positively to a welcoming environment	☐	☐	☐	☒	☐	☒	☐
Job Responsibility 6: Read and respond to all Department and area emails and engage in respectful, professional communication with all patrons and co-workers	☐	☒	☐	☐	☐	☐	☒
Job Responsibility 7: Participate in semester evaluations to measure professional development and work competencies.	☒	☐	☒	☐	☐	☐	☐