Graduate Assistant: Marketing & Facilities

General Job Description:
Lerner Health and Wellness Center Graduate Assistants will have the opportunity to gain practical experience in all aspects of recreation facility management. All Graduate Assistants will work a minimum of 20 hours per week with the responsibility of managing the 189,000-sq. ft. Lerner Center and promoting health, wellness and recreation to the GW students, staff, faculty and alumni. This is a 10-month appointment with the opportunity for summer employment.

Qualifications & Preferred Work Experience:
The Campus Recreation Marketing and Facilities Graduate Assistant should be highly organized, detail oriented, creative, and a self-motivated team player who is willing to provide in-house expertise in marketing and social media engagement which targets students, faculty, staff, alumni and friends of the Lerner Health and Wellness Center. Candidates who possess a strong background and interest in utilizing social media and graphic art skill-sets to connect with the GW target market are encouraged to apply.

Responsibilities:
- Assist the Marketing Manager in the coordination and implementation of marketing strategies for the department programs, services, and facility.
- Assist with oversight and administration of the departments’ social media presence (Twitter, Facebook, etc.).
- Assist in creating and editing marketing materials including but not limited to: flyers, brochures, posters, emails, social media outlets and department website. This person must demonstrate graphic art skills and be proficient in Adobe Photoshop or other comparable software products.
- Utilize photography, videography and a graphic design skill-set to produce brochures, flyers, posters, banners, video clips and digital ads as needed.
- Maintain website, and digital displays throughout the Lerner Health & Wellness Center, Foggy Bottom campus, and Mt. Vernon campus.
- Serve as a liaison to Campus Life groups, Student Activities Center, Greek Life, and other student-oriented departments.
- Identify new mediums throughout campus to promote programs and services (including street team marketing).

Requirements
- Graduate Assistants are required to work 20 hours per week and will be paid approximately $10,000 plus tuition waiver
- This is a 10-month appointment
- Graduate Assistants will be required to attend regularly scheduled staff meetings, and perform other related duties as assigned.
- Graduate Assistants have an opportunity to earn additional money through Personal Training, teaching Group Fitness classes, officiating Intramural Sports, working Athletic Department events, or additional Campus Recreation programming.
- While acting as the Manager on Duty, assist the Operations Manager as the point of contact for all facility safety and security issues. This includes inspecting and monitoring the facility, as well as enforcing all established policies & procedures.
- Take an active role in training and evaluating student employees under your supervision.
- Work closely with the Operations Manager on any facility maintenance issues, to include leaks, damaged equipment or any unsafe conditions.
- Assist in the implementation of the emergency action plan for weather, structural and medical emergencies.

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<tr>
<th>GW Campus Recreation reserves the right to modify this description if necessary.</th>
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<tr>
<td>Please include your undergraduate GPA and relevant admissions test score(s) on your resume.</td>
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<td>Applicants must be accepted into a graduate program at The George Washington University.</td>
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<td>View <a href="#">admission requirements by program</a>.</td>
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To apply for this position, please email a cover letter, resume, and list of references to:

HWCJobpost@gwu.edu
(Work samples/digital portfolio are strongly encouraged)

Niema Eaves
Marketing Manager
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The George Washington University
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Applications should be submitted by March 10, 2018.