

**Position Title:** Marketing/Social Media Assistant  
**Department:** Athletics & Recreation Center  
**Supervisor:** Recreation Staff

**Objective:**

Create meaningful and timely content pertaining to the JHU Rec including but limited to fitness program, personal training, outdoor pursuits, aquatics, club sports, intramurals, mental health, well-being, student employment/leadership and involvement, facility hours, updates, activities and its programs.

**Expectations:**

- A minimum of 5 posts per week
- Creative and engaging posts utilizing JHU brand standards and educational material
- Including stories with interactive components (polls & questions)
- Outreach to Rec Center Student Staff for *Tuesdays Takeover* (student spotlight)
  - To include students from all programs and administrative areas
  - A minimum of 2 *Tuesday Takeovers* per month
- Using original content, cross promote programs within the Rec Center and with Well-being
- Other opportunities may include:
  - Creation of posters/flyers/promotional material
  - Development of Rec Center initiatives and special events (Love Your Body SZN, Girls Night F 45, Empower Hour, Partner Yoga, Yoga Hike etc...)
  - Conceptualize and design IG tile themes such as
    - Student Spotlight
    - Fitness Friday
    - Demo Day
    - Wellness Wednesday
    - Mindful Moments
- Logos and original photos must be stored within the Teams Marketing folder.
- Marketing/Social Media Assistant shall not exceed two hour per post/per day @ 5 or more per week.
- Any hours worked beyond 6 posts must be approved by supervisor.

**APPLICATION PROCESS:**

Interested applicants should:

1. Provide a copy of your resume that includes related marketing and social media experience.
2. Submit a cover letter (half to full page) describing your experience and interest in the position along with
3. Email all documents to Recreation@jhu.edu