



LC Work Scholars Position Description

Work Scholars Job Title: Club Sports & Intramurals Marketing Assistant

Worksite Name: Club Sports & Intramurals

Supervisor Name: Clair Neelon Supervisor Email: cneelon@lcsc.edu

Employment Levels

<i>Entry Level</i>	<i>Intermediate Level</i>	<i>Skilled Level</i>
Characterized by highly structured tasks or outcomes, relatively low level or number of skills required, typically repetitive or routine tasks and requiring direct supervision of worker results	Involves less direct supervision than entry level, more work variety, and requires some independent exercise of judgment along with an increasing knowledge of the job.	Work is typically skilled, requires little direct supervision, requires independent judgment on procedures, has variety, includes training others, and the expectation of contributions toward improvement of the way work is carried out.

In what employment level does this position fall (check one)?

- Entry Level
 Intermediate Level
 Skilled Level

Describe the duties of this position.

The Club Sports & Intramurals Marketing Assistant will help support the promotion and visibility of the Club Sports & Intramurals program through digital content creation, event and team coverage, and marketing initiatives. They will assist with capturing photos and videos at events, creating engaging social media content, and helping design promotional materials such as flyers, posters, and graphics. They will assist the Program Assistant for Club Sports & Intramurals with marketing and highlight Club Sports Teams, the club members, and competitions they attend. They will have the opportunity to assist with promotional outreach through tabling and recruitment opportunities to increase awareness and opportunities throughout the program. They will work closely with fellow staff members to ensure consistent communication and effective promotion of upcoming events and team achievements. Additionally, the marketing assistant will work with staff to lead and develop creative content ideas that promotes events, celebrates participants, and increase engagement on social media platforms.

List the learning opportunities for this position.

- Marketing and Promotions: learn effective tactics to engage and draw in audience through tabling, social media, and marketing initiatives.
- Collaboration: learn to communicate and collaborate with students, campus, and outside organizations to effectively market and promote events and programs.
- Project Management: learn effective tools and skills to assist with structure and flow of projects and campaigns used for marketing and communications
- Communication: learn effective communication skills and techniques through various types, including in-person communication, digital communication, and professional communication
- Opportunities to improve teamwork, leadership, adaptability, and customer service skills



List the qualifications and skills required for this position.

- Basic Office Skills; Ability to use Microsoft Office
- Ability to multitask; Effective communication, organization, and time management skills
- Ability to work independently and collaborate as a team
- Experience with or willingness to learn design tools
- Familiarity with social media platforms such as Instagram
- Creativity and interest in social media content and digital storytelling
- Experience with or willingness to learn design tools such as Canva, Adobe Express, or similar programs

Describe your management style.

Supervisor describes their management style as participative and hands-on. I prioritize open communication with my team and set clear expectations of communication and responsibilities. I value dependability and accountability, and I model those exceptions in my own work. I encourage students to ask questions and feel confident in their roles and responsibilities. I work with employees to identify the skills and areas they want to develop and help guide them towards projects and experiences that support their growth.

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