



Marketing Developer

Rate of Pay: \$8.25

This position primarily serves as a graphic designer and is responsible for planning, creating, designing and implementing all assigned marketing concepts for Campus Recreation and the programs/facilities within the department. This includes but not limited to flyers, posters, photographs, videos, creating and managing content, communicating with professional and student staff, attending meetings, and contributing to other marketing and outreach efforts as necessary.

Job Responsibilities:

- Responsible for planning, creating, designing, and implementing all assigned marketing concepts
- Work with assigned Campus Recreation staff to develop appropriate marketing displays and campaign strategies
- Development of department apparel designs and logo creation
- Knowledge or experience with editing digital formats such as .pdf, .jpg, .eps, etc
- Ability to perform tasks and meet specific deadlines
- Archive photographs and videos of all Campus Recreation related programs and events for future reference
- Complete additional duties as assigned by Marketing Intern or Assistant Director, Programs

Minimum Qualifications:

- Must be FGCU enrolled student or a graduated alumni
- Must have demonstrated experience with Adobe Creative Suite or video processing software
- Ability to work in a highly collaborative environment with marketing team, other student employees, and Campus Recreation staff
- Effective verbal and written communication skills
- Desire to gain valuable experience in marketing to enhance future goals in field
- Strong consideration will be given to students in the areas of Art, Digital Media & Design, and Communication

Reports to:

1. Marketing Intern
2. Associate Director, Programs
3. Director of Campus Recreation