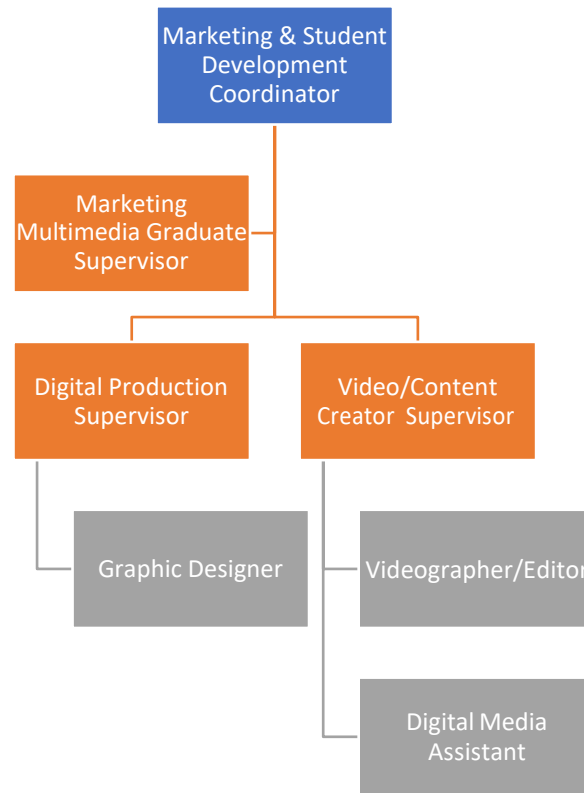




MARKETING MULTIMEDIA

JOB DESCRIPTIONS

JOB POSITIONS	WORKSTUDY	DIRECT WAGE	VACANT POSITIONS
Digital Production Supervisor (DPS)	4946215	4946206	1
Graphic Designer (GD)	4946247		1
Marketing Multimedia Graduate Supervisor (MMGS)		4946168	1



EDINBURG
 1201 West University Dr.
 Edinburg, Texas 78539



BROWNSVILLE
 One West University Blvd.
 Brownsville, Texas 78520

☎ 956.665.7813

🖱 utrgv.edu

✉ urec@utrgv.edu

☎ 956.882.5969



MARKETING MULTIMEDIA

JOB DESCRIPTIONS

Marketing Multimedia Graduate Supervisor (MMGS)

Position Overview

Act as a liaison between the student marketing team and the Marketing and Student Development Coordinator for University Recreation. The GS will assist in planning, coordinating, and executing marketing efforts in the image and branding of the department.

Major Duties:

- Assist in the administration of the day-to-day operations of Marketing, including staff supervision, team and employee scheduling, staff training, policy writing, risk management, website development.
- Assist in the image and branding of the department through the promotion of the department's facilities, programs, and services.
- Contribute ideas and design content that supports the department mission
- Assist in developing new and innovative marketing strategies while balancing multiple projects and deadlines
- Being aware of emerging advancements in new media, with an emphasis in design programs.
- Responsible for reviewing all marketing designs, photography/video and social media
- Plans, develops, and provides ongoing training and student staff development programs based on specific program and/or department goals.
- Develop and implement marketing procedures for consistency with University policy, Auxiliary Services practices and National Intramural Recreational Sports Association (NIRSA) guidelines.
- Manage, track and report project requests
- Prepare and analyze reports on a month/semester/year basis
- Will assist with department special events as well as perform other duties as assigned

Disclaimer: Both on-site and remote work will be applicable for the job position at the discretion of the department. Personal equipment will be a requirement for remote work.

Qualifications

- Bachelor's degree in Graphic Design, Communication, or related field.
- Admission into the Graduate College.
- Demonstrates experience with Adobe applications.

Preferred Qualifications

- Have a specialization in one or more of the following: copywriting and social media, design, photo/video editing and archiving.
- Proficiency with Adobe Premiere, After Effects, InDesign, Illustrator, or Photoshop.

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MARKETING MULTIMEDIA

JOB DESCRIPTIONS

Digital Production Supervisor (DPS)

Position Overview

This position is responsible for assisting in the operations of a comprehensive marketing program. Will help plan, coordinate, and execute marketing efforts in addition to designing projects for programming departments.

Major Duties

- Contribute ideas and design artwork that supports the department mission.
- Manage Wrike and maintain an efficient dissemination of workload and assist with the creation of monthly reports.
- Maintaining the ability to contribute ideas and develop designs that implement new and innovative trends of marketing.
- Assist in hiring, training, scheduling and evaluating the student employees' efforts and contributions.
- Being aware of emerging advancements in new media, with an emphasis in design programs.
- Maintaining the ability to contribute ideas and develop designs that implement new and innovative trends of marketing.
- Coordinate with community and University resources to publicize the department.
- Assist with the creation of monthly reports from Wrike.
- Consolidate, coordinate, and review the creative work of the design team.
- Represent department at fairs and events on/off campus.
- Performed other duties assigned.


Disclaimer: Both on-site and remote work will be applicable for the job position at the discretion of the department. Personal equipment will be a requirement for remote work.

Qualifications


- Must be a current student or a student pre-registered for the upcoming long semester. Student must maintain a minimum GPA of 2.5.
- Minimum of six (6) months working knowledge of one or more of the following design programs: InDesign, Illustrator, or Photoshop. Have a specialization in one or more of the following: copywriting and social media, design, photo/video editing and archiving.

Preferred Qualifications

- Able to work on a Mac and PC. Creative mind to draw, design, and create balanced compositions to promote events, activities, and programs.

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MARKETING MULTIMEDIA

JOB DESCRIPTIONS

Graphic Designers (GD)

Position Overview

To provide frontline marketing for University Recreation, with a special concentration on creating marketing campaigns and designing marketing instruments. This position is responsible for creating design solutions that have a high visual impact.

Major Duties

- Assist in developing new and innovative marketing strategies.
- Visually portray programming in a unique and impressive appearance.
- Develop designs by gathering information and data through research.
- Contribute ideas and design artwork that supports the department mission.
- Being aware of emerging advancements in new media, with an emphasis in design programs.
- Coordinate with community and University resources to help publicize the department.
- Utilize and Assist with photography and video.
- Posts graphics and signage that promote various department events, activities, and programs.
- Performed other duties assigned.


Disclaimer: Both on-site and remote work will be applicable for the job position at the discretion of the department. Personal equipment will be a requirement for remote work.

Qualifications


- Must be a current student or a student pre-registered for the upcoming long semester. Student must maintain a minimum GPA of 2.0.
- Minimum of three (3) months experience utilizing and designing on Adobe Products such as: Photoshop, Illustrator, and InDesign. Additional Programs such as After Effects and Premier are not requirements but are essential bonuses.

Preferred

- Able to work on a Mac and PC. Have a creative mind to promote events, activities and programs.
- Have a specialization in one or more of the following: copywriting and social media, design, photo/video editing and archiving.

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