



FLASH Job Description

Freshman Learners Acquiring Skills in Higher Education

Position: Brand Ambassador

The Brand Ambassador plays an important role in marketing Campus Rec's programs, services, and offerings. Working as part of the Marketing & Communications team, develop your leadership, public speaking, marketing strategy, and organizational skills, while sharing information about Campus Rec (CREC) with the PSU community. Gain valuable insight into what it takes to market large-scale events and programs in an urban university setting. Serve as the face of Campus Rec during events, in the Rec Center facility, and across campus.

Ideal applicants are personable, enjoy talking to people, and may have an interest in marketing, sales, advertising or similar. No experience required.

Position's professional growth prospects – Marketing team members interested in leadership have the opportunity to grow into other Marketing team roles such as graphic designers, web designers, or student coordinator roles, or can consider other positions at Campus Rec.

Number of positions available: 1-2

Job Location: Academic and Student Recreation Center (ASRC) and various campus venues

Hours: Approximately 5 hours/week. Hours vary. Typical working hours are between 8 a.m. – 5 p.m. Monday – Friday, with some hours during evenings and weekends.

Pay Rate: \$16.27/hour

PSU Department: CAMPUS RECREATION

Campus Rec provides an inclusive environment where recreation and wellness opportunities inspire, empower and educate people to be positive contributors to the global community.

Specific Job Duties and Responsibilities

- Represent CREC at recruitment and outreach events across campus, including but not limited to: new student/transfer orientations, admitted student receptions, Viking Day events, student engagement fairs, and departmental events.
- Inform the PSU community of CREC offerings, and raise awareness for CREC services and events.
- Table across campus and at events, providing information about Campus Rec.
- Give tours of the Rec Center facility that are tailored to the audience.
- Give presentations and lead information sessions.
- Assist with marketing and outreach efforts for CREC including social media content creation, brand campaign support, and participation in photo and video projects.

- Maintain and update posters and signage within the Rec Center facility, and distribute marketing materials across campus.
- Design presentations and other outreach materials as needed.
- Collaborate with departments across campus to further CREC's mission, vision, and values.
- Manage and update your Google calendar for work availability and scheduling, and respond to emails and calendar requests promptly.
- Attend required Brand Ambassador team meetings and trainings.
- Attend trainings and workshops led by various CREC units to gain knowledge that will help you to inspire the PSU community.
- Organize, label, distribute, and track marketing inventory of print materials and swag, and report when supplies are running low.

Job Expectations

- To maintain any valid certifications that is required of your position.
- Ability to establish and maintain an effective working relationship with other team members and supervisors.
- Ability to interact with vendors, students, and the public to provide information in a polite. and efficient manner both in person and on the phone.
- Ability to effectively communicate through email, in person, and with groups of people. effectively and in a professional manner.
- Maintain a 24-hour email response time during all business days.
- Be available for mandatory team training and meetings.

Minimum Qualifications

- Functions and communicates effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities and cultural backgrounds
- Commitment to Campus Rec's mission, vision, values, and dignity statements
- Positive attitude
- Ability to respond to emergency situations
- Good communication skills
- Strong interpersonal and small group communication skills
- Ability to work with people
- American Red Cross Standard First Aid and CPR/AED for the workplace (must be obtained within 4 weeks of hire)

Preferred Qualifications

- Experience working with diverse populations
- Knowledge of PSU, with some knowledge of CREC
- Experience communicating and public speaking
- Demonstrates positive customer service
- Working knowledge of Google suite and Microsoft suite