

CAMPUS REC

Marketing & Communications Student Coordinator –

Social Media Specialist

10 - 15 Hours/Week • \$17.64/Hour

1 Position Available – Start Date: September 2026

We accept Federal Work Study Applicants, but not required

Campus Rec provides an inclusive environment where recreation and wellness opportunities inspire, empower and educate people to be positive contributors to the global community. We strive to create a healthy, happy and engaged Portland State community.

The Marketing & Communications Student Coordinator plays an essential role in facilitating the weekly operations of the Campus Rec Marketing Team, building relationships with internal and external partners and thinking strategically to promote recreational wellness. The primary responsibility of this role is leading the Campus Rec social media content and managing the social media creative team. This position assists the Marketing & Engagement Coordinator with developing and maintaining the social network content strategy.

Supervisor for this Position: Carolina Starrett, Marketing & Engagement Coordinator, carstar@pdx.edu

Duties and Responsibilities

- Collaborate with the Marketing & Engagement Coordinator to develop strategic plan for the Campus Rec social media network to invite followers and increase engagement
- Develop and maintain social networking content
 - Generate content for social media channels including Facebook, Instagram, LinkedIn, and Tiktok
 - Assist with live social media coverage and posts.
 - Manage online interactions with followers
 - Reply to messages, comments, photo tags and other social media communications in a timely manner
- Responsible for supervising social media staff within Marketing Team
 - Perform administrative duties including timely e-mail response and task management in Asana.
 - Assist with the recruiting, hiring, and onboarding of Marketing Team members.

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- Implement and plan social media content to promote program events and engagement
- Direct creative projects and design needs from social media team
- Create engaging and innovative approaches to bring Campus Rec's strategic plan to social platforms
- Assist with the daily operations of the Campus Rec Marketing Team to ensure efficient progress and support.
- Concept and implement new engagement strategies, activities and promotions.
- Attend bi-weekly marketing meetings
- Contribute/aid in overall marketing efforts
- Maintain email account with a 24 hour response to staff inquiries
- Attend all-staff meetings/trainings when necessary
- Participate in all aspects of the Student Coordinator Leadership Series including attending required workshops.
- Build positive relationships with followers by maintaining consistent and professional communication

Expectations

- Commitment to [Campus Rec's Mission and Values](#) and [Commitment to Equity](#)
- Function and communicate effectively and respectfully within the context of varying beliefs, behaviors, orientations, identities, body sizes, abilities, and cultural backgrounds
- Hold regularly scheduled office hours
- Maintain PSU web standards and best practices of accessibility
- Ability to write clear, concise and engaging language
- Knowledge of digital marketing strategies and trends
- Ability to monitor multiple channels of digital communication
- Demonstrate initiative to expand and develop digital marketing and improve processes

Working Conditions

- **Typical Working Hours:** The Marketing & Communications Student Coordinator works from the Campus Rec administrative office, which is typically open from 8AM – 5PM Monday through Friday. Office hours will be constructed by term, with the input and preference of all members of the Marketing Team and department needs. Office hours will be decided at the end of each term for the following term. Work may be completed remotely from outside the office if scheduled in-office hours are met.
- **Location of Work:** Office environment in Campus Rec located at 1800 SW Sixth Avenue Portland, OR 97201
- **Type of Work:** Flexible options for some remote work to be completed outside the office

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Minimum Qualifications

- Be in good academic standing: (Minimum enrollment of 6 PSU credits for undergraduates, 5 PSU credits for graduates and minimum 2.0 grade point average undergrad and 3.0 graduate)
- American Red Cross First Aid/CPR/AED certification within 30 days of hire for any employee who works within the Rec Center gated entrance and/or supervises activity areas or excursions. These certifications can be provided at no cost to you through Campus Rec.
- **Must successfully complete a background check**

Preferred Qualifications

- Strong interpersonal and communication skills
- Prior Campus Rec work experience
- Pursuing a degree in Marketing, Communications, Public Relations, or the like
- Experience in staff scheduling and team management

Application Instructions

1. Complete our Campus Rec [Job Application](#), a **resume**, and a **one-page cover letter** describing your interest in the position and any related experience.
 - Visit the University Career Center's [Writing a Cover Letter webpage](#) for tips on how to write your cover letter
 - Visit the University Career Center's [Writing a Resume webpage](#) for tips on how to create a resume.
2. Email **application, resume, and cover letter** (and any supplemental materials) as **PDFs** to the [Campus Rec Jobs email](#) at crecjobs@pdx.edu with the subject line stating "Position Name, Last Name."
3. You will receive a confirmation email that we have received your application within one week.

If you need accommodations in filling out this application, please contact the Campus Rec Administrative Program Assistant by phone at 503-725-2946 or [email Chiki Kwong](mailto:ckwong@pdx.edu) at ckwong@pdx.edu.

Performance reviews and evaluations are given 6 months for student employees. The process includes both a 30-minute review and written evaluation. Reviews are used as a professional development tool, to determine raises, to provide information for references, and can help determine corrective action regarding performance.

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Performance evaluations are one of the processes of supervision, and are not intended to replace feedback received during ongoing conversations or the disciplinary process.

Portland State University is an Affirmative Action, Equal Opportunity Institution and welcomes applications from diverse candidates and candidates who support diversity.

Deadline for Submission: Wednesday, May 13th, 2026 at 5pm