

CAMPUS REC

Digital Marketing Specialist

5-10 Hours/Week • \$16.96/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 Digital Marketing Specialist plays a critical role in managing the daily content and image of Campus Rec. This position works closely with the Marketing Team to generate creative content, promote programs and events, and maintain a consistent brand image that aligns with Campus Rec's mission, vision and values. The individual in this role is an effective communicator who manages the Campus Rec website, and overall web presence. Other duties may include designing and creating content for e-newsletters, conducting interviews and writing news articles, and engaging on our social media channels. The primary purpose of the role is to raise awareness of Campus Rec resources, boost online engagement, and support member retention and satisfaction.

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

Duties and Responsibilities

- Web Management and Data Analysis
 - Update the Campus Rec website via Drupal each term to ensure the term schedule, programming, and hours are accurate.
 - Update featured and syndicated events via Drupal and Connect to drive student participation.
 - Regularly review and report on Google Analytics to monitor website traffic, user behavior, and the effectiveness of digital campaigns.
 - Build positive relationships with Campus Rec members and website users by maintaining professional communication and responding to comments or inquiries.
- Content Creation and Copywriting
 - Write compelling news articles and blog posts that highlight Campus Rec programming and events.
 - Contribute creative campaign ideas and execute them across online platforms to boost engagement.

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- Partner with Graphic Designers, Photographers, Videographers, and Brand Ambassadors on integrated marketing efforts.
- Team Operations
 - Attend all scheduled Marketing Team meetings and all-staff trainings to contribute to the department's mission, vision, and values.
 - Assist with e-newsletters, social media engagement, and other emerging marketing needs as they arise.
 - Maintain a 24-hour email response time (Monday–Friday) for all work-related communications to ensure project deadlines are met.

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 Digital Marketing Specialist 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

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

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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

- Experience with content management software (e.g. Drupal, WordPress)
- Familiarity in translating web analytics to digital performance (e.g. Google Analytics)
- Good communication skills
- Ability to work with people

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. 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: Friday, May 29th, 2026 at 5pm