



George Mason University
Mason Recreation – Competitive Sports
4400 University Dr. MSN 1G6
Fairfax, VA 22030 (703)993-3921

Recreation Camp Marketing Assistant - Internship

Job Description

The Camp Marketing Assistant will provide marketing and advertising support for the Mason Recreation Camp program. The Marketing Assistant will assist in development and implementation of a full marketing plan for this new program. The Marketing Assistant will be involved in assessment, public relations, and administrative support for the Mason Recreation Camp program.

This position will have the opportunity to gain a variety of experiences through working with Mason Recreation and the George Mason community. Duties may include, but are not limited to:

Specific Responsibilities

- Represent Mason Recreation’s mission and vision
- Develop marketing materials for Camp program including print, digital, and social medias
- Collaborate with students, interns, graduate, undergraduate and professional staff on planning, conduction and assessment of program
- Plan and assess marketing needs using best practices and emerging trends
- Assist in promotion of Camp program to George Mason campus community and Fairfax community
- Assist Camp Director and Camp Coordinator in program needs
- Develop ongoing marketing plan and promotions during camp

Additional and/or special projects may be assigned as needed. Requires walking or standing frequently; occasional sitting for long periods of time; occasional lifting of objects up to 20lbs; and frequent lifting or carrying of objects up to 10lbs.

Requirements:

- Pursuing a degree in marketing, graphic design, advertisement, management, business or other closely related field
- Demonstrated experience developing marketing materials, and/or promotional campaigns
- Strong presentation skills
- Excellent organization, time management, and planning skills
- Demonstrated experience and knowledge working with multiple social media networks and management sites
- Willingness to adapt and work in high-energy environment
- Excellent interpersonal skills