



**Events and Marketing
Graduate Assistant
Emory Athletics**

Emory Athletics at Emory University is offering a graduate assistantship position with a focus in Event and Marketing Management. Candidates must have experience in athletics, collegiate recreation or student affairs.

Function

The graduate assistant will work with event management, marketing and game day promotions throughout the appointment. In addition, the graduate assistant will work on special projects with the Assistant Director of Athletics as well as the Assistant Director of Development for Athletics. Involvement in projects related to areas of event management, operations, marketing and development will give the graduate assistant a varied experience that will involve a high level of interaction with the administrative staff as well as with the individual sport programs and coaches.

This position is a 10-month position reporting to the Assistant Director of Athletics. This is a two-year opportunity starting in August. It includes a tuition waiver to Georgia State University and a \$10,000-\$12,000 annual stipend.

Responsibilities:

Event and Marketing Management – 50%

- Serve as the primary game manager for the varsity sports at Emory University which include men's and women's soccer, volleyball, men's and women's basketball, men's and women's swimming, baseball, men's and women's tennis, softball, men's and women's track & field.
- Coordinate the day-to-day operations related to event administration at each venue. This includes the operation of scoreboards and electronic sound equipment for each area.
- Arrange meetings with head coaches prior to their sport seasons to discuss game-day procedures and coaches' expectations.
- Maintain and update event management manuals for each venue.
- Attend meetings and participate in the planning, along with other administrators, coaches and staff for NCAA and/or Conference Championships.
- Maintain and update social media sites throughout athletic competition seasons.

Student Staff Supervision-30%

- Manage student event staff for all home athletic events.
- Manage the recruitment and hiring of new student staff.
- Conduct initial student staff on-boarding and training.
- Manage student staff event schedule for all home athletic events.
- Conduct regular student staff training and day-of event supervision/support.
- Assist with regular evaluations of student staff.

- Promote personal and professional development of student supervisors and student staff.
- Assist with the payroll function for student assistants by submitting weekly reports to the Athletics Department's payroll administrator.

Administrative-20%

- Provide excellent customer service.
- Assist with coordinating and scheduling mascot appearances and the student employees that assist with appearances at events.
- Assist with special events such as Wonderful Wednesdays.
- Implement and execute the day-to-day marketing activities within the Athletic Department, including the coordination of marketing plans, promotional plans, and selected event management for department-sanctioned athletic events.
- Assist in inventory control and maintenance of equipment and supplies for marketing and events.
- Serve as a liaison for Athletics and other departments on campus for marketing and events.
- Perform other duties as assigned.

Authority

The Events and Marketing Graduate Assistant has the authority to oversee the events, marketing and the implementation of services. Additionally, the Events and Marketing Graduate Assistant supervises student employees and assists with student training.

Reporting Structure

The Events and Marketing Graduate Assistant reports directly to the Assistant Director of Athletics and coordinates with other professional staff members.

Accountability

The Events and Marketing Graduate Assistant shall under no circumstances authorize expenditures in excess of budgets, or supersede University policies without prior approval. This position also requires contact with Athletics department personnel and University faculty, staff, students, parents, vendors, and the general public.

Qualifications

Education, Experience, and Training

- Bachelor's degree.
- Experience in the organization and administration of events and marketing at the university or college level.
- Interest in Athletics, Recreational Sports and/or Student Affairs.
- Excellent customer service skills.
- Certified in CPR/AED.
- Ability to bend, stoop, twist, and lift up to 50 pounds.
- Knowledge and ability to implement University and NCAA policies and procedures.
- Evening and weekend work is required.