University of Florida and Department of Recreational Sports

The University of Florida is one of only 17 public land-grant universities that belong to the Association of American Universities. With an enrollment of 50,000 students, UF provides high quality instruction to prepare the future leaders of the state and nation. The Department of Recreational Sports strives to provide an extensive array of leisure and recreational opportunities. Approximately 87% of UF students participate in RecSports programs and services which include two recreation centers, two strength and conditioning facilities, an assessment center, a training center, an indoor track, nine multi-purpose field areas, an outdoor recreation complex, two lakeside parks and the UF Outdoor Team Challenge Courses. Program areas include Aquatics, Athletic Training, Competitive Sports, Facility Operations, Fitness, Lake Wauburg, Marketing, Risk Management and Staff Development and Training.

Requirements:
To be considered for an assistantship, students must meet graduate school requirements and be admitted as a degree-seeking graduate student at the University of Florida. The minimum requirements include: a 3.0 GPA overall, a 3.0 GPA in the last 60 hours, and a minimum 154 verbal/145 quantitative on the GRE. To maintain the assistantship, a 3.0 or better grade point average must be maintained each semester. Students also must meet minimum course registration requirements for each semester they are appointed. Students must be enrolled in nine credit hours of graduate course work during the fall and spring terms.

Qualifications:
- Demonstrated ability to research, write and edit written content
- Proficiency with Microsoft Office and web-development software
- Demonstrated communication, organizational and leadership skills; keen time management and organizational skills are a must
- Commitment to customer service and effective interpersonal communication skills
- Prior supervisory experience
- Experience with Adobe Creative Suite, graphic design, photography, videography, social media, content management systems (websites), e-mail campaign tools and other marketing tools is preferred
- A bachelor’s degree and/or experience in the fields of recreation, sports management, business, marketing, public relations, advertising, English, telecommunication, design or a related field is preferred

RecSports Team Members Responsibilities:
- Develop professional relationships with co-workers, participants and guests
- Uphold and exceed the expectations of the Cornerstones of RecSports Service: accountability, anticipating needs, attitude, and atmosphere
- Demonstrate a desire to learn and apply knowledge as a RecSports ambassador
- Take ownership of RecSports facilities and programs by exhibiting a responsible work ethic
- Promote and maintain cleanliness and appearance within and surrounding RecSports facilities
- Enforce RecSports policies and procedures to promote participant safety and satisfaction
- Respond to all emergency situations and adhere to established protocol including pre- and post- incident procedures
Area Specific Job Responsibilities:

- Develop and implement a comprehensive Marketing & Communications channel plan for the Department of Recreational Sports to support programs and services currently provided. Channels include digital signage, website, graphic signage, social media, Constant Contact, brand ambassador activities, various initiatives and external publicity opportunities.
- Manage administrative affairs for the Marketing team, including scheduling, hiring, annual reviews, training and productivity.
- Serve as media liaison for the Department, developing relationships with and supplying information to the media
- Monitor the Department’s website
- Responsible for administrative affairs of Marketing area, including scheduling, work productivity, production, supplies and IT. Aid in staff affairs including scheduling, supervision, training, and evaluation
- Evaluate the effectiveness of marketing strategies and encourage continuous quality enhancement
- Represent the Department at University functions, including orientation programs and information fairs
- Serve on committees as requested and other duties as assigned.

Compensation:
Tuition waivers are granted to cover nine credits of course work during the fall and spring semesters. Student is responsible for paying his/her own fees. A $13,000 stipend from August to May is also included along with the opportunity for summer employment. Graduate students have access to health insurance through the University. Professional development assistance is typically available.

Application Process:
Portfolios and writing samples are encouraged although not mandatory. Provide pdf or link to online portfolio. Preference will be given to applications received by January 23, 2015. Please submit a letter of application, resume, names and phone numbers of three references, GRE score (verbal, quantitative, writing), overall GPA (a minimum of 3.0 to be considered), GPA for last 60 hours and assistantship of choice by either mailing or e-mailing your application to:

Mail to:
Graduate Assistant Search Process
University of Florida
Recreational Sports
3150 Hull Road
Gainesville, FL. 32611 - 2760
FAX 352.846.1079

Or

Email:
catc@recsports.ufl.edu

Applications submitted via bluefishjobs.com will NOT be reviewed.