

# UBC RECREATION PROMOTIONAL TEAM

## Job Description

### DEPARTMENT SUMMARY

Be a part of UBC Recreation's Marketing promotional team focused around animating and engaging the UBC campus and community. This team is responsible for the set-up, activation, and take-down in promoting all 11 of UBC Recreation's program areas, along with many other marketing and promotional activities. Some of UBC Recreation's program areas include the UBC Aquatic Centre, UBC Tennis Centre, UBC Intramurals, BIRD Coop Fitness Centre, the ARC, and the Doug Mitchell Thunderbirds Sports Centre.

### POSITION TYPE

Paid

### APPLICATIONS CLOSE

Ongoing

### TIME COMMITMENT

5-10 hours/week (maximum)

### CANDIDATE INTERVIEWS

Ongoing

### START DATE

May 1, 2018

### OVERVIEW OF RESPONSIBILITIES

The responsibilities of those on the promotions team include, but are not limited to:

- Promoting UBC Recreation by engaging students, staff/faculty, and community members at events both on and off campus
- Be an ambassador for UBC Recreation programs: have a vast understanding of all different program areas and be able to provide this information to passers-by
- Answering questions about recreation programming at events and boothing
- Approaching individuals at events to talk about UBC Recreation programming
- Keeping track of statistics around events: number of people talked to, number of promotional items given away, etc.
- Brainstorming promotional ideas/ways to engage people at events
- Executing activations scheduled by the Marketing & Communications Coordinator

## SUPERVISION RECEIVED

This position reports directly to the Marketing & Communications Coordinator, Recreation  
At times, additional supervision will be provided by other UBC Recreation Professional Staff  
For matters pertaining to Human Resources & Personnel, all promotional team members will receive additional supervision from the Senior Manager Marketing Communications, Recreation & Sport Facilities

## QUALIFICATIONS

- Experience and ability to work, address, and engage large groups
- Background and previous experience with UBC Recreation and/or business relations, partnership activations, or on-site promotions are assets.
- Ability to work in the fall of 2018 is ideal but not required

## KNOWLEDGE, SKILLS, AND ABILITIES

- Strong interpersonal skills are a must
- Enthusiastic, organized and responsible
- Experience and willingness to learn and teach others
- Enthusiasm and willingness to embark on new initiatives
- Ability to work and perform under minimal supervision

## REQUIRED DATES

As a member of the UBC Recreation Promotions team you must be available to work at least 5 of the following days:

- BMO Marathon - May 3-5\*
- Children's Festival - May 28 – June 3\*
- RBC Children's Run – June 3
- Italian Day of the Drive – June 10
- Greek Days - June 24
- Khatsalano Festival - July 7
- Celebration of Lights - July 28, Aug 1, Aug 4\*

*\*For multiday events we ask you are available at least one of the possible days.*

## APPLICATION SUBMISSION

All applicants must submit a Cover Letter and Resume.

Applications should be submitted to: [recreation.marketing@ubc.ca](mailto:recreation.marketing@ubc.ca)