



Job Title: Marketing & Public Relations Student Assistant

Job Location: United Supermarkets Arena, Texas Tech University
www.unitedsupermarketsarena.com

Contact: Cindy Harper, Associate Director
806-742-7362, cindy.harper@ttu.edu

United Supermarkets Arena at Texas Tech University seeks a highly motivated, creative, and energetic student interested in gaining hands-on experience in marketing & public relations in the event, entertainment and facility management industry. Through this position, students will strengthen marketing, media, and public relations skills in a business atmosphere while also building upon leadership, organization, teamwork, communication, creative thinking and other pertinent skills.

Work Hours: 15-20 mutually agreeable in-office hours between the hours of 8am-5pm, adjusted to work arena events as needed (for a max of 20 hours/weekly). This position is for the fall semester and carrying into subsequent semesters upon positive performance.

Appointment to Begin on/about: September 21, 2015

Pay Rate: commensurate upon experience & qualifications

Eligibility: Candidates must be actively enrolled and in good standing at Texas Tech University and classified as sophomore or above by the date of hire, with intent to graduate in or after 2016. Graduate students are also eligible to apply.

Duties:

- Manage social media posts and related aspects for the arena
- Design arena advertisements, fliers and other marketing collateral as needed
- Help manage and maintain web page content and presentation
- Assist with concert & special event marketing, including advertising buys and creative event promotions, including social media contesting
- Assist with concert & special event press releases and arena e-newsletter
- Serve as a media liaison before and during concerts & special events
- Update and maintain the arena's news archive and event photo gallery
- Submit box office reports and photos to music/venue industry publications as necessary
- Assist with campus marquee graphics & programming
- Reply to general guest services & meeting facility inquiries as needed
- May include assistance preparing event documents and diagrams as needed
- May include client meeting assistance to showcase meeting facilities as needed
- Other duties as assigned

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Qualifications Required:

- Social media savvy, with experience with multiple social media networks
- Skilled in design programs such as Photoshop, Illustrator, and/or Indesign
- Strong writing skills
- Graphic design, public relations, advertising, marketing or related background (academic or professional)
- Ability to work 15-20 hour weeks, with flexibility to work some evenings and weekends as needed (limited mostly to concerts/special events)
- Creative thinking, with a keen eye for detail

Qualifications Preferred:

- Understanding of the foundations of marketing and public relations
- Actively pursuing a degree in related field
- Career interest in marketing and public relations and/or the event and entertainment business
- Out-of-classroom experience is a plus, but not required

How to Apply:

Please submit a letter of interest/cover letter, resume and portfolio electronically to Cindy Harper at cindy.harper@ttu.edu, or drop off hard copy in person to the Arena Management office located at the west side of United Supermarkets Arena. Please note the social media networks and graphics programs in which you are experienced.

Portfolio examples should include original works of graphic design (can be classroom, extracurricular, professional or other designs); examples include but are not limited to advertisements, brochures, fliers, posters. Written examples may include sample press releases, newsletters, news articles, essays or other writing samples.

Applications are due in their entirety Friday, September 11 for interview consideration.