



Publicity Assistant **Job Description**



Southwestern Intramural and Recreational Activities (SIRA) offers equal employment opportunities for all persons regardless of race, creed, color, national origin, sex, age, disability, or religious belief. SIRA will develop interview questions based on the information in this job description.

Definition and Purpose:

Publicity Assistants report to the Associate Director of Intramural & Recreational Activities and the Assistant Director of Outdoor Adventure and have the responsibility of managing the publicity for the SIRA program. Additionally, all SIRA employees must provide a safe, enjoyable, and service-oriented environment for participants at all times.

Specific Duties and Responsibilities:

- Be knowledgeable and able to articulate SIRA policies.
- Follow the general SIRA policies and responsibilities as outlined to you in your staff training and weekly meetings.
- Design event flyers, pamphlets, posters, social media content and other forms of advertisement for SIRA
- Assist with SIRA table sign-ups
- Update campus community about upcoming events through Social Media, SIRA website, Campus Notices and IMLeagues
- Participate in SIRA staff training beginning the week before school starts
- Provide staff support to SIRA events including, but not limited to, Pirate Training, Family Weekend, Homecoming and NIRSA conference week
- Be prepared to occasionally help out with office work or whatever needs to take priority in office, even if it does not involve publicity activities
- Provide marketing ideas for encouraging participation among the campus community
- Perform other duties as assigned by SIRA professional staff members

Required Qualifications:

- Current, full-time student status at Southwestern University
- Knowledge of social media platforms and Canva
- Commitment to student development and leadership
- Ability to provide customer service
- Awareness of, and appreciation for, individual uniqueness and diversity

Preferred Qualifications

- Previous publicity experience