

## **Student Leader - Public Relations and Marketing Coordinator Extreme Stater - 2017**

### **Purpose:**

This position will be responsible for developing and distributing promotional material about the Extreme Stater, an outdoor adventure race. This leadership position provides practical, hands-on experience with the development of a marketing plan and marketing material for Penn State's Extreme Stater. The public relations and marketing coordinator will report to the Coordinator Health Promotion and Wellness.

### **Principle Duties and Responsibilities:**

1. Assist professional staff coordinators with operations leading up to the Extreme Stater.
2. Participate in planning meetings in preparation for the event. Report on the progress of public relations and promotional material.
3. Work with other student leaders (volunteer, resource/logistics and donations coordinators) to deliver an outdoor adventure race.
4. Develop a marketing plan to promote the event.
5. In collaboration with professional staff, create marketing and promotional content (in print and electronic) for media outlets, including social media.
6. Communicate with staff and student organizations strategically to build networks to gain exposure and increase awareness of the event.
7. Distribute marketing material on and off campus, to promote the Extreme Stater. Organize an informational table in various locations on campus.
8. Attend event on October 14, 2017 at Stone Valley.
9. Perform other duties as assigned.

### **Learning Opportunities:**

Through this leadership experience, the student will learn about planning, team work, and implementation of an event at a large scale university. Primary responsibilities include creating, managing and implementing marketing material for the Extreme Stater. The individual will have the opportunity to work closely with professional staff to prepare social media content and work with various advertising outlets. The public relations and marketing coordinator will develop an understanding of the importance of fostering relationships within the community. Not only will the leader promote the specific event, but also may be asked to design marketing material to augment the needs of the volunteer coordinator, the donations coordinator, and the resources and logistics coordinator.

### **Qualifications:**

Applicants must be a full-time student enrolled in any undergraduate program at Penn State. We are looking for an individual who is creative and can implement innovative approaches to communicating with the student population. Experience with marketing, social media, and a basic understanding of graphic design software (e. g., Adobe Illustrator, Photoshop) is helpful. The individual must possess the ability to work within tight deadlines, and have strong verbal and written communication skills. The individual must be flexible and available to meet during morning or evening and some weekends; collaboration and commitment with a team is a requirement. Knowledge of and/or special interest in outdoor recreation is preferred but not required.

### **To Apply:**

Send your resume and cover letter by April 14, 2017 to Erin Raupers ([eeeg5005@psu.edu](mailto:eeeg5005@psu.edu)), Coordinator, Health Promotion and Wellness.