



Marketing/Promotions – Graduate Assistant

One Position Available

Position Opens: June 2025

Description: The Department of Physical Education, Recreation & Dance is currently seeking a Graduate Assistant in Marketing/Promotions for the academic year to assist the Assistant Marketing Manager and Manager of Marketing with the advertising and publicity of department programs and facilities. The position includes a flexible schedule of 20 hours a week. The award consists of 8 credits tuition remission per semester and a stipend of \$370.77 per week.

Responsibilities may include but are not limited to:

- Assisting the full-time marketing staff
- Create, design, supervise and produce digital assets (digital signage, social media graphics, web graphics, etc)
- Contribute design elements and expertise to FitRec owned channels
- Contribute to overall marketing of facility and programs
- Contribute to social media strategy through social media scanning and idea generation
- Provide leadership to student marketing team; assist with project management and delegation on various projects (video shoot coordination, project timelines, etc.)
- Other duties as assigned

Minimum Qualifications:

- Bachelor's degree from accredited college or university (Graphic Design, Public Relations, Advertising, Journalism, Computer Science, Marketing, or related field)
- Minimum of one year experience in graphic design required
- Previous coursework and work experience in design, public relations, advertising, marketing, writing, communication
- Strong writing/editing skills and careful attention to details required
- Supervisory experience including training, assigning tasks, and follow up is preferred
- A portfolio of creative work is required for the interview process
- Working knowledge of Adobe Photoshop, InDesign, and Canva
- Must be extremely well organized and able to effectively manage a number of projects simultaneously
- Demonstrate ability to be self-motivated, creative, detail and deadline oriented
- Must be accepted into a graduate degree program at Boston University

Application Process: In an email, please submit a cover letter, resume, portfolio/work samples, acceptance letter, and two current letters of recommendation to:

Kayleigh Ventrone
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