

## **Outdoor Recreation Program (ORP) Public Relations Assistant**

**Semester, Part-Time:** 10 hours/week  
**Summer 2017, Training:** 5 hours/week  
**Wage:** \$10/hr

### **Summary of job:**

The Marketing/Public Relations Assistant will create a comprehensive and consistent marketing strategy to promote Outdoor Recreation (ORP) programs, services, and trips to ensure that the MSU community is fully aware of all that ORP provides.

### **Job Description:**

The Marketing/Public Relations Assistant will create a comprehensive and consistent marketing strategy to promote Outdoor Recreation (ORP) programs, services, and trips to ensure that the MSU community is fully aware of all that ORP provides.

The Assistant will strive to centralize ORP branding efforts to establish a general understanding of the overall mission of the organization. The Assistant must have excellent communication skills, be organized, personable and proficient in oral and written communication and social media. Graphic design skills are not required but preferred. The Assistant will work closely with the office Graphic Designer, will maintain the organization Google trip's calendar, will publish online calendar events for all ORP events, will manage the creation and purchasing of ORP promotional items, will table at promotional events such as Orientation, MSU Friday, and Catapalooza, will work to build and maintain relationships with clubs and organizations on campus, will distribute posters to campus venues, will verify consistency of information across all outlets, will stay up-to-date on trends in social media and the outdoor industry, and will manage ORP social media accounts (Facebook & Instagram). The Assistant will work alongside other ORP staff to assist with the logistics of public relations.

### **Qualifications:**

Strong organizational skills.  
Engaged, enthusiastic "people" person.  
Skill and interest in social media management.  
Proficient in written and oral communication.  
Public speaking.  
Interest in wide range of outdoor activities.  
Self-actualized.  
Experience with Adobe Creative Suite preferred.

### **Application Instructions:**

Please submit a cover letter and resume to [michele.cusack@montana.edu](mailto:michele.cusack@montana.edu) with the subject line ORP PR Assistant.