Division of Student Affairs

Position: Graduate Assistant for Campus Life and Organization Support
Community Development, Division of Student Affairs

As a graduate assistant in the Division of Student Affairs, this job description denotes your primary responsibilities; however, the Division operates as a cohesive unit, and you may be asked to assist in other areas throughout the Division as necessary.

Description:
Under the direction of the Director of Campus Life, the Graduate Assistant will be responsible for various projects and assignments within the Department of Campus Activities in addition to supporting initiatives affiliated with office of Operations and Event Support Services. This Graduate Assistant position is multi-faceted in meeting the co-curricular needs of a diverse, undergraduate student population. The position requires an array of skills, specifically: digital content creation, editing, and graphic design. This position requires weekday, evening, and weekend hours as needed for both remote and in-person responsibilities.

Responsibilities include (but are not limited to)

- In conjunction with the administrative team, assist with the planning and execution of student activities, service initiatives, professional development workshops and special events on virtual platforms.
- Ideate, design and execute online campaigns, activations, live experiences, prerecorded shows and workshops using various social media outlets and online platforms.
- Serve as the lead coordinator for the area's niche programs and initiatives that enhance the student experience. Assist as a generalist and content area expert in event planning, event logistics, leadership development, marketing, and community engagement.
- Assist with the advisement and development of recognized student organizations under Student Government, Inc. Queen Campus. Specifically, aid student groups with producing virtual events and possible variations of live, in-person programs.
- Assist with the creation and execution of a standardized assessment tools and models for the office that provide immediate and spontaneous feedback from students. Create detailed reports of the feedback for review.
- Assist administrative team in creating a marketing strategy and digital content for all signature programs, events, and service initiatives, leveraging the use of technology to replace traditional forms of advertising and programming.
- Plan and maintain digital initiatives and posting schedule across all online platforms including: Instagram, Twitter, and YouTube.

General Qualifications and Requirements
- Bachelor's degree required
• Enrollment in a full-time Master’s program
• Ability to create and effectively manage a budget
• Effective leadership and oral communication skills
• Excellent writing and editing skills
• Flexible schedule to post content for social media platforms, engage with followers, monitor direct messages and social media tags on a daily basis.
• Strong organizational skills and the ability to successfully manage multiple projects at once.
• Ability to create various activations and content that will appeal to students, faculty and parents/families with diverse needs and interests.
• Work with various offices and individuals in developing programs and advertising for events.
• Establish and complete a minimum of 20 office hours per week including weekend and evening hours as needed.
• As assigned by supervisor, attend various Campus Life staff meetings and individual meetings with program planners.
• Other duties as assigned by the Director of Campus Life
• Must maintain confidentiality in all duties assigned

Preferred Skills
• Proven work experience as a content creator, social media coordinator or similar role.
• Experience in shooting and editing content in the form of videos, photos, and graphics.
• Knowledge and understanding of the most current digital marketing trends.
• Understanding of student learning theories and community development

Length of Assistantship: The Graduate Assistant contract year runs from September through May and is eligible for renewal on a yearly basis. A separate contract or working arrangement may be available for May through August and is subject to supervisor approval and budget allowance.