Division of Student Affairs

Position: Graduate Assistant, Media & Engagement
University Career Services, 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:

Graduate Assistants assigned to career services have the opportunity to work in a mission-critical department on a wide range of substantive projects that complement many facets of graduate-level course work. The department commits to on-going and comprehensive training and supervision of each Graduate Assistant to support his/her development as they master transferable skills in the Career Services setting. Graduate Assistants in career services gain “hands-on” experience working on important projects with internal constituents (students, administration, and faculty) and external constituents (alumni and employers); all of which enhances their competitiveness in future career aspirations.

This GA position is vital to student engagement. Individual advising, career related programs and events, student leadership development, mentoring, career readiness advise, etc. are all produced by UCS and it is more vital than ever to find ways to connect with students. This will support the implementation of new and innovative ways to engage with students through social media.

Responsibilities include (but are not limited to):

Graphic Design, Social Media & Marketing
- Support all UCS marketing efforts and promotional campaigns through social media, specifically on Facebook, Twitter, Instagram, and LinkedIn
- Develop marketing strategies, promotional print materials, and targeted student emails
- Maintain organization of graphic designs, event descriptions, and photographs for efficient use
- Maintain social media analytics and report monthly to supervisor
- Draft student, alumni and employer success stories for distribution via social media, video, web, and newsletters
- Supervise the Media Team student assistants
Qualifications:

- Bachelor’s degree
- Experience with graphic design (Photoshop, InDesign, Canva, etc) desired, but not required
- Intermediate knowledge of Microsoft Word, Excel, PowerPoint; Knowledge of SPSS a plus
- Excellent computer skills and experience posting a variety of content across different platforms.
- Excellent communication skills and an ability to alter voice/tone through social media.
- Attention to detail and an ability to think creatively and efficiently while maintaining organization.
- Must be detail oriented, organized, and focused
- Ability to multitask and prioritize a must
- Excellent verbal and written communication skills
- Should be creative and able to think outside the box
- Fast learner and works well with others

Length of Assistantship: This position requires a commitment of 20 hours per week. The Graduate Assistant contract year runs from Late-August/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.