Division of Student Affairs

Position: Graduate Assistant
Student Communications, 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 Manager for Student Communications, the Graduate Assistant will be responsible for providing support to the Division’s communications needs and assisting in its strategic initiatives while providing administrative office support.

Responsibilities include (but are not limited to):
- Produce creative, effective, and accurate messaging for student communications appropriate to diverse platforms such as social media, MySJU, e-mail, and the Web site while exhibiting maturity in ascertaining appropriateness
- Identify, create and/or solicit, and source graphics where appropriate to support the communication needs of events, social media, Web pages, etc
- Demonstrate the self-discipline to work independently and the maturity to know when to collaborate and when to seek guidance; seek feedback and accept it constructively and use it to grow in skill and professional stature
- Manage content as a team member for social media channels by promoting major University events and initiative and encourage interaction via these channels
- Respond promptly and professionally to inquiries via e-mail, social media, and phone
- Coordinate with the team members to create unique and engaging marketing ideas for social media channels, e.g., contests, promotions, opportunities, etc, for social media, MySJU, and e-mail
- Greet office guests, answer questions, and direct visitors to the proper individuals; assist with administrative office duties as assigned
- Participate in formal/informal trainings and independently research new marketing strategies and trends to develop professionally and benefit the team

General:
- This is a 20 hour/week Assistantship
- The nature of this position offers flexibility and encouragement to participate in colloquiums, poster presentations, and professional conferences in your discipline
Qualifications:

- Enrolled full-time in a graduate program at St. John’s University in pursuance of a Masters or Doctoral degree
- Strong writing skills and grasp of marketing and communications principles are a must; interest in developing professional communication skills
- Excellent proofreading and fact-checking skills
- Knowledge and hands-on experience with HTML and CSS strongly preferred
- Proficient use of Microsoft Office including Word, Excel, and PowerPoint
- Intermediate graphic design skills and knowledge of Photoshop and/or other graphic editing software preferred
- Some experience with Web-based Content Management Systems such as Drupal

Length of Assistantship: This position requires a commitment of 20 hours per week. 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.