



Graduate Assistant: Operations and Marketing

About the Office of Student Activities & Leadership

The Office of Student Activities & Leadership (SA&L) engages with the undergraduate and graduate student populations to develop opportunities for leadership growth through student organizations and campus traditions. The office works closely with other departments within Student Affairs (including Residence Life; Greek Life; Multicultural Affairs, International Student Services, Athletics, etc.) on several projects throughout the year. Graduate assistants in SA&L will have the opportunity to strengthen their organizational and written communication skills, while enhancing their project management skills. We strive to provide opportunities for graduate assistants to discover and nurture areas of personal interest.

Position Overview

The Graduate Assistant, under the supervision of the Assistant Director for Assessment and Operations, will assist in creating marketing materials, with a strong emphasis in graphic design, that showcase the resources of SA&L. The Graduate Assistant will actively assist with the coordination of events in the SA&L Event Centers by training, scheduling, and meeting with undergraduate student interns to ensure that groups reserving the Event Centers have successful programs. Manage the ordering and inventory of the Sparta Center programmatic resources offered to student organizations for their initiatives. Additionally, this individual will work directly with the undergraduate student population as the co-adviser of the Thwing Study Over Committee and the annual Homecoming 5K. Finally, this individual will serve on the SA&L Legacy Week Committee.

Contract Dates

August 8, 2022 - May 5, 2023 (with the opportunity to add an additional year based on performance).

Qualifications

- All applicants must be enrolled as a part-time/full-time degree-seeking graduate student.
- All applicants must have obtained a bachelor's degree prior to the Fall 2022 academic semester to qualify for this position.
- Applicants must be available to work the complete term of the contract dates. If the academic graduate program conflicts with contract dates, please notify the selection committee in writing.



Responsibilities

Marketing

- In conjunction with the SA&L professional staff, design marketing materials for SA&L events and programs including, but not limited to;
 - Cross-departmental initiatives
 - Flyers, social media images, Snapchat filters, logos
 - Merchandise (buttons, stickers, notebooks, etc.)
 - Spartie Mascot Program
- Photograph events and programs for use in SA&L marketing as needed.
- Assist the Director in the development and implementation of a long term strategic marketing plan to aid in the publicizing of the resources offered by SA&L in accordance with the overall University branding guidelines.
- Oversee the social media platforms utilized by SA&L.
- Work closely with the undergraduate intern for social media in developing and maintaining social media campaigns for the office.

Event Management

- Learn the processes associated with reserving spaces managed by SA&L through the Event Management System (EMS).
- Support the Assistant Director, when necessary, in conducting logistics meetings for events in the Event Centers.
- Attend events within the Event Centers when deemed necessary by the Assistant Director.
- Be well versed in the policies and procedures of and in the Event Centers.

Supervisory Role

- Work collaboratively with the Assistant Director to lead the training and scheduling of SA&L interns for the Event Center spaces.
- Meet weekly with the SA&L interns to discuss upcoming events, facility issues, and social media content.

Sparta Center

Service offered through SA&L that provides programmatic resources to student organizations

- Work in conjunction with the Business Manager to ensure the proper training of SA&L interns with regards to office policies/procedures.
- Be well versed in the policies and procedures of the services that the Sparta Center provides.
- Manage the ordering and inventory of products offered in the Sparta Center.

Thwing Study Over Committee

- Serve as the co-advisor with the Assistant Director to the student planning committee of the Thwing Study Over (TSO), a study break program which occurs at the end of each semester.
- Attend weekly TSO meetings.



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- Be available to attend the TSO event.

Homecoming 5K

- Assist the Assistant Director with the planning and implementation of the Homecoming 5K.
- Be available to attend the Homecoming 5K and help with day-of logistics.

Graduate Assistant Collective Projects

Spartie Mascot Program

- Report to the Business Manager
- Work collaboratively with the other SA&L graduate assistants to manage the mascot program, including but not limited to;
 - Recruit students to serve as Spartie (as needed).
 - Manage incoming mascot requests and ensure staffing at requested events.
 - Promote the mascot program to the CWRU campus community.

Spring Activities Fair

- Report to the Assistant Director for Campus Programs
- Work collaboratively with the other SA&L graduate assistants to manage the outreach and coordination of the Spring Activities Fair.
- Be available for day of needs and logistics.

Other duties as assigned.

Preferred Skills

- Working knowledge of graphic design programs including but not limited to Adobe and Microsoft Suites.
- Candidates should demonstrate the ability to think creatively.

Compensation and Benefits

- \$14.50/hour (approximately \$12,180/10 month contract)
- On campus parking pass
- Not to exceed 20 hours per week which may include weekends and/or evening hours
- Library access through OHIOlink; access to Veale Athletic Center and the Wyatt
- Professional development opportunities (practicums, department events, workshops, etc.)