



Student Activities & Leadership  
Division of Student Affairs

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## Graduate Assistant: 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 for Marketing, under the supervision of the Assistant Director of Engagement will assist in *creating marketing materials*, with a strong emphasis in graphic design, that showcase the resources and/or programs of SA&L. Additionally, this individual will work directly with the campus community as a front desk customer service assistant, managing day-to-day operations for the office.

### **Contract Dates**

August 2024 - May 2025 (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 2024 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**

### Social media/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
  - Newsletters
  - Merchandise (buttons, stickers, notebooks, etc.)
  - Spartie Mascot Program
- Photograph events and programs for use in SA&L marketing as needed.
- 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.

### Office Assistant

- Welcome walk-in guests, answer phone calls, assist with questions and connect patrons to professional staff as needed
- Serve as a resource to student organizations' use of SA&L services
- Operate office equipment (phones, copier, poster printer, and balloon equipment)

## **Graduate Assistant Collective Projects**

### Spring Activities Fair

- Report to the staff member leading SAF.
- 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.

### Campus Traditions

- Assist with campus tradition events, such as Homecoming, Hudson Relays, and Senior Week

Other duties as assigned.



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### **Preferred Skills**

- Knowledge of leading group projects, as well as advising students.
- Knowledge of Microsoft Suites and social media management.
- Event Planning
- Ability to manage time effectively and work on multiple projects simultaneously
- Candidates should demonstrate the ability to think creatively and have a passion for student development

### **Compensation and Benefits**

- \$15/hour (approximately \$11,400/9 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.)