Marketing Graduate Assistant

Job Description

- Assists in communication with staff and students
- Helps manage social media (Facebook, Twitter, and Instagram)
- Develops marketing materials for use in print marketing and digital use

- Actively contributes to the planning and execution of events including:
  - Fall Opening, including:
    - Communication with more than 500 volunteers, faculty and staff
    - Gathering, folding, and delivering Cat Crew t-shirts
    - Prepping yard signs, mailers, snacks, etc.
    - Assisting in day-of event management and communications
  - Green Carpet Events:
    - Planning dates and themes
    - Scheduling times and locations
  - Purchasing supplies using petty cash or gathering supplies on hand
  - Village Open House events
  - Visitation days (Fall Fest, Spring Fest, Junior Day) by managing staff and filling in where needed throughout the day

- Assists ADM in planning and executing contract renewal activities, including:
  - Scheduling renewal tabling events
  - Developing themes
  - Helping to select give-away items for students

- Attends Housing Host training in August and biweekly Housing Host meetings.

- Some miscellaneous duties include:
  - Hanging posters when needed in Residence Halls
  - Picking up items such as posters, stickers, flyers, or other graphic design elements when needed.
  - Filling in at front desk if available.

Minimum Qualifications

- Bachelor’s degree in Mass Communication or Marketing and enrolled in a graduate program during the 2016-2017 school year.

Preferred Skills

- Graphic Design using the Adobe suite
- Event management background or interest
- Personable attitude, people person
- Video editing skills a plus