



Marketing Graduate Assistant - University Housing

Job Description

The Marketing Graduate Assistant for University Housing works closely with the Marketing Director, Housing Hosts, and other staff in the department. This is a part-time graduate level position that requires great communication and organization skills to help coordinate and execute marketing projects for the department. Below is a list of some of the tasks and qualifications for the position.

Assists in communication with staff and residents

Helps manage social media (Facebook, Twitter, and Instagram)

Develops marketing materials for use in print marketing (flyers, advertisements, posters) and digital use

Works closely with Housing Photographer for social media promotion, advertisements and various projects

Actively contributes to the planning and execution of events including:

- o Fall Opening:
 - Communication with Cat Crew volunteers, faculty and staff
 - Prepping yard signs, mailers, snacks, etc.
 - Assisting in day-of event management and communications
- o Online Contests (preparing, designing and launching):
 - Room Decoration Contest
 - Best Roommate Contest
- o Green Carpet Events:
 - Planning dates and themes
 - Scheduling times and locations (with the Housing Hosts)
- o Purchasing supplies using petty cash or gathering supplies on hand
- o Visitation days (Fall Fest, Spring Fest, Junior Day) help by giving tours, communicating with staff and fill in where needed

Assists in planning and executing contract renewal activities, including:

- o Developing renewal campaign advertisements
- o Scheduling renewal tabling events

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

Some miscellaneous duties include:

- o Hanging posters when needed in Residence Halls
- o Picking up items such as posters, stickers, flyers, or other graphic design elements when needed
- o Filling in at front desk and give tours if available
- o Other duties as assigned

Minimum Qualifications

Bachelor's degree in Marketing or Communications preferred and enrolled in a graduate program during the 2018-2019 school year.

Preferred Skills

Event management background or interest

Personable attitude, people person

Social Media use

Leadership skills

Communication skills

Organizational skills

Graphic design using the Adobe suite

Video editing skills a plus