



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:
 - Fall Opening:
 - Communication with Cat Crew volunteers, faculty and staff
 - Prepping yard signs, mailers, snacks, etc.
 - Assisting in day-of event management and communications
 - Online Contests (preparing, designing and launching):
 - Room Decoration Contest
 - Best Roommate Contest
 - Green Carpet Events:
 - Planning dates and themes
 - Scheduling times and locations (with the Housing Hosts)
 - Purchasing supplies using petty cash or gathering supplies on hand
 - Visitation days (FallFest, SpringFest, Junior Day) help by giving tours, communicating with staff and fill in where needed
- Assists in planning and executing contract renewal activities, including:
 - Developing renewal campaign advertisements
 - Scheduling renewal tabling events
- 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 and give tours if available
 - 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