

Marketing and Events

Graduate Assistant Position Description

Summary of Position: The Marketing and Events graduate assistant will play an integral role in assisting the Career Services leadership team with the overall development, management, and consistent implementation and execution of the Career Services brand and marketing messages as well as managing campus wide and external communication to students, alumni, faculty, staff, and employers. Also responsible for assisting with logistics of event planning and implementation of various career-related programs including career fairs, recruiting events, employer panels, career development workshops and presentations.

Position Duties:

- The GA actively collaborates and consults with University Communications and Marketing (UCM) and other university-wide stakeholders to meet the needs of the department
- Develop and manage the career services marketing and promotional materials including graphics, advertising, print, social media and website; provide guidance to Career Services marketing student assistant(s)
- Provide support functions to all of the career services areas in an effort to develop effective and efficient marketing and communication strategies that connect, inform and engage the university community
- Track attendance for Career Services events using OrgSync and Symplicity; report and assess data using Qualtrics
- Create and distribute weekly email to Career Services staff about upcoming events as well as monthly newsletters to faculty and students about services, events, trends and other career related topics
- Develop and execute a comprehensive social media communication plan to increase awareness and participation
- Keep campus reservation contacts updated; make room reservations for company information sessions and other events as needed
- Work with UCM to update marketing materials; such as Employer Recruitment Guide, Career Development Guide, flyers, handouts and brochures, when needed
- Assist as needed with Career Services events and activities; including presentations, scheduled walk-in hours and programming events (career development training will be provided)
- Represent Career Services at various on and off campus events with prospective and current students, employer partners and/or community members
- Report directly to the Associate Director Employer Relations of Career Services

Preferred Skills and Qualifications:

- Strong desire to learn and contribute to the overall mission of UWG Career Services
- Proficiency with Microsoft Office software; Word, Excel, PowerPoint and Publisher
- Knowledge of Prezi, Adobe Illustrator, InDesign, Premiere Pro, HTML or other website design programs
- Knowledge and use of social media such as; Facebook, Twitter, Pinterest, Instagram and LinkedIn; familiarity with managing a YouTube channel
- Excellent written and verbal communication skills; strong presentation skills
- Provide excellent customer service and exhibit strong attention to detail
- Strong project management skills; detail-oriented; ability to work under tight deadlines; manage multiple priorities and communicate and work with diverse populations
- Ability to track analytics to inform marketing strategies and overall assessment of marketing and communication efforts (or strong desire to learn)