



Housing and Residence Life – Marketing Communications
Graduate Assistant Job Description

Summary of Position: The graduate assistant for Marketing and Communication will assist in the planning and marketing of Housing and Residence Life special events and initiatives. Experiences will include attending planning meetings and coordinating programs such as Move-In Day, Room Sign Up, Preview Days and other departmental initiatives etc. This includes development of publications and materials for the Housing & Residence Life website and all social media platforms. This position will report and work directly with the Assistant Director for Administrative Operations.

The graduate assistant will be responsible for:

- Supervising the Scholarship Marketing Ambassadors. These are students who receive scholarships and are required to complete service hours for the Department of Housing & Residence Life.
- Developing and implementing a comprehensive marketing program for the Department of Housing and Residence Life and its support programs and services currently provided.
- Serve as liaison for the Department, developing relationships with and supplying information to appropriate departments and internal/external customers.
- Monitoring the Department's web site.
- Hiring, scheduling, training, supervising and evaluating student graphic artists, web designers and creative staff.
- Develop, implement and evaluate the effectiveness of marketing strategies.
- Develop publications and materials for the website and distribution.
- Represent the Department at University functions, including orientation programs and information fairs.
- Serve on University committees as requested.

Experience in marketing is preferred but not necessarily required. Through this experience Graduate Assistants will develop leadership skills through staff supervision but also practical works such as graphic design, web design and the development of marketing strategies.