



Graduate School
UNIVERSITY OF GEORGIA

Communications + Outreach Graduate Assistant Description

Experiential Professional Development (xPD) - UGA Graduate School

The UGA Graduate School is seeking a Communications + Outreach Graduate Assistant for the Fall 2022 semester. The position is designed to accommodate 13 hours of work each week, with much of the time spent working remotely. At least one meeting per week with the xPD program director will be required, as will weekly team meetings. This team member will be charged with contributing to marketing (90%) and program planning (10%) efforts. In particular, we are seeking a team member who understands the concepts of marketing and branding, social media outreach, digital newsletters, and other various types of marketing collateral (i.e. flyers, presentations).

Tasks & Responsibilities

- Manage bi-weekly newsletter content development, formatting, and delivery
- Maintain Twitter presence [@UGAGradCareers](#) and promote resources, events and opportunities as necessary through social media
- Schedule social media and email promotions for events and develop corresponding graphics as needed
- Participate actively in team meetings and contribute to marketing planning and strategy throughout the year; help create and maintain departmental calendar of events

Experiential Professional Development (xPD) is an initiative launched by the UGA Graduate School to enhance career development and exploration among the UGA graduate student community. The program includes a focus on career paths in industry, government, and non-profit fields through a range of programs, events, and resources.

Sample summary reports about our office can be found [here](#) and [here](#). These documents are also work samples from students who have previously occupied this position.

Desired Qualifications

- Seeking a student with experience in and/or knowledge of marketing and branding; prefer a candidate with relevant marketing experience in a full-time role, campus job, or student organization
- Candidates must have a strong grasp of social media including Twitter, Hootsuite, Canva and LinkedIn.
- Good writing skills and attention to detail required; basic graphic design skills would be helpful.
- Other digital media expertise, such as website content development and digital newsletters, is also strongly desired. For example, this student may be involved with creating blog posts or other dynamic content.
- Must be organized, responsible, and a self-starter who is willing/able to work independently once trained.
- We have a small team – adaptability is a plus!

*Questions and may be directed to **Andrew Crain** (acrain@uga.edu), Director of Experiential Professional Development (please no phone calls or in-person inquiries).*