

POSITION DESCRIPTION

Title: Graduate Assistantship in Marketing & Communications

Position Summary

The Graduate School's Department of Marketing & Communications invites applications for an assistantship sponsored by the University of Georgia Graduate School. Graduate Assistants under the direction of the Director of Marketing & Communications, will facilitate content for the graduate school's social media platform, award recipient bios/photos, develop student impact stories and announcements for the graduate school communication platform. This is a 12-month, 40% (16 hours/week) assistantship that can begin June 2024. Graduate Assistants receive a monthly stipend and a tuition reduction (\$25)

Job Qualifications

Relevant/Preferred Education, Experience, Licensure, Certification in Position

Priority will be given to applicants who demonstrate experience in working with digital media and social content management. Priority will also be given to applicants who are in multiple year graduate programs. The successful candidate may be eligible for reappointment.

Knowledge, Skills, Abilities and/or Competencies

- Strong interpersonal and communication skills
- Effective organizational skills
- Ability to work autonomously as well as a part of an interactive collaborative team.
- A degree or emphasis in digital marketing, graphic design, or related field or minimum of 5 years' experience.
- Experience working with Social Media Platforms and SM management systems (Hootsuite) required.
- Writing, editing and strong grammar skills.
- Adobe Photoshop, Illustrator, and InDesign experience required.

Physical Demands

None

- Does this position have operation, access, or control of financial resources? No
- Does this position require a P-Card? No
- Is having a P-Card an essential function of this position? No
- Is driving a responsibility of this position? No
- Does this position have direct interaction or care of children under the age of 18 or direct patient care? No
- Does this position have Security Access (e.g., public safety, IT security, personnel records, patient records, or access to chemicals and medications) Yes, social media platform.

MarComm Graduate Assistantship Job Duties

- (60%) Social Media Content management @GradStudies via Facebook, Twitter, Instagram, LinkedIn, YouTube
 - Oversee a robust SM calendar.
 - facilitate graphics, posts, stories, reels, and surveys.
 - manage requests/tags and survey campus partners social media for collaboration and sharing.
 - provide monthly effectiveness reporting.

- (25%) Technical writing for awards recipients, student impact stories, services and events offered by the Graduate School.
- (10%) Take photographs and edit them for use on digital platforms. Occasionally attend Graduate School events and functions to obtain photographs, audio, and video.
- (5%) Understand the Graduate School Strategic Plan for 2025 and demonstrate competency in time management, clear communication, and leadership.