



Division of Student Affairs

Position: Graduate Assistant for Student Engagement.
Staten Island Campus, Division of Student Affairs

As a graduate assistant in the Division of Student Affairs, this job description denotes your primary responsibilities; however, the Division operates as a cohesive unit, and you may be asked to assist in other areas throughout the Division as necessary.

Description:

Under the direction of the Associate Director for Student Life, the Graduate Assistant for Student Engagement will be responsible for various projects and assignments within the Department of Student Affairs. This Graduate Assistant position is multi-faceted in meeting the co-curricular needs of a diverse, undergraduate student population. This position requires weekday, evening, and weekend hours as needed.

Responsibilities include (but are not limited to):

Areas of Focus: Signature, Commuter, Evening and Weekend Programming and Club/Organization Advisement

- In conjunction with the Associate Director for Student Life, provide oversight for aspects of specific Signature Programs (Week of Welcome, Family Day, Winter Carnival, Opening and End of Year BBQ, Late Night Breakfast, Relay for Life)
 - Strengthen signature events by benchmarking traditions at peer institutions.
 - Remain active in the planning of St. John's University's Relay for Life and attend ACS Relay Conference.
- Assist Associate Director for Student Life with the mentoring of Student Clubs and Organizations
 - Assist in development of programming that enhances particular subject matters directly related to mission of each organization and enhances out of classroom learning
- Create and implement commuter, evening and weekend programs
 - Provide evenly balanced calendar of events directly targeting commuter and resident students
 - Work collaboratively with the Office of Residence Life to provide an increased number of campus-wide social activities for the weekends (i.e. on-campus dances, NYC trips, STJ Athletic games)
 - Work collaboratively with various campus departments to offer student programming directly related to offered student services and complementary of the mission of the university.
- Assist Student Life administrators in creating a general marketing strategy for all Signature Programs and Events.
 - Coordinate the weekend calendar with the St. John's Central web team. Ensure that all events –student organizational or departmental- are a part of the St. John's weekend calendar and SI specific Weekend Update Email.
 - Oversee the Face book and Twitter presence of the Office of Student Life that engages students in the program planning process, serves as a mechanism for student feedback, and allows the office to gain larger visibility.

- Work with the Graphics Shop team to create a unified marketing strategy for the Office of Student Life.
 - Leverage the use of technology to replace traditional forms of advertising while maintaining paper and traditional forms of advertising.
 - Engage freshmen students through target e-mails based on their interests on the freshmen orientation survey.
- Manage the “Johnny the Thunderbird” campus appearances to include requests from campus-wide constituents.
- Oversee the MVP Most Valuable Participant Student Rewards Program. Responsibilities include program planning, back-end IT functions, publicity and promotion, and procurement of incentive prizes.
- Provide intermediate-level data analysis of program participation utilizing the SETRA Program.

General

- Establish and complete 25 office hours per week in addition to weekend and evening hours as needed.
- Work with various offices and individuals in developing programs and advertising for events.
- As assigned by supervisor, attend various Student Life staff meetings and individual meetings with project manager.
- Serve as a chaperone, as needed.
- Other duties as assigned by the administrators in the Area of Student Life.

Qualifications

- Bachelors degree required
- Enrollment in a full-time Master's program in Higher Education, Student Personnel Administration, Counseling, or other related field required.
- Programming experience, organizational skills, ability to work within budgets, understanding of student learning theories and community development is preferred.

Length of Assistantship: This position requires a commitment of 20-25 hours per week. The Graduate Assistant contract year runs from September through May and is eligible for renewal on a yearly basis. A separate contract or working arrangement may be available for May through August, and is subject to supervisor approval and budget allowance.