Division of Student Affairs

Position: Graduate Assistant for Campus Activities
Community Development, 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 Director of Campus Life, the Graduate Assistant for Campus Activities will be responsible for various projects and assignments within the Department. This Graduate Assistant position is multi-faceted in meeting the co-curricular needs of a diverse, undergraduate student population. The in-person position requires weekday, evening, and weekend hours as needed.

Primary Responsibilities include (but are not limited to):

- Assist Campus Activities team members and administrators in creating digital content for all signature programs, events, and services.
  - Create a unified marketing strategy for Campus Activities programs and initiatives.
  - Produce original marketing assets, post captions and event descriptions to promote events and initiatives to students
  - Leverage the use of technology to replace traditional forms of advertising.
  - Design content for virtual initiatives and programs that are interactive and engaging.
  - Capture real-time footage of events to use for video recaps

- In conjunction with the Campus Activities administrators, assist with the planning and execution of hybrid programming through virtual event platforms.

- Serve as a co-advisor to recognized organizations under Student Government, Inc.
  - Assist with the planning and facilitation of training sessions for student leaders
  - Assist student leaders and groups with event planning, budget management, branding and leadership development
  - Advise leaders on organization management, group dynamics and conflict resolution.

- Develop a standardized assessment tool for Campus Activities that provides immediate and spontaneous feedback from students.
Division of Student Affairs Position Description

- Assist with creating and distributing program assessments
- Provide detailed reports on student feedback to program planners
- Monitor social media data analytics

General Responsibilities

- Establish and complete 20 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 Campus Activities staff meetings and individual meetings with project manager.
- Benchmark trends in student engagement, programming, and leadership development
- Other duties as assigned by the administrators in the area of Campus Activities

Qualifications

- Bachelor’s degree required
- Enrollment in a full-time Master’s program in Higher Education, Student Personnel Administration, Counseling, Business, Marketing, Communications or other related field required.
- Experience creating digital content, multimedia editing, photography and assessing data analytics
- Ability to provide a portfolio or sample of creative designs
- Programming experience, organizational skills, ability to work within budgets, understanding of strategic marketing, student learning theories and community development is preferred
- Effective leadership and oral communication skills
- Excellent written communication skills
- Must maintain confidentiality in all duties assigned
- Effective organization/multi-tasking skills

Length of Assistantship: The Graduate Assistant contract year runs from September through May and is eligible for renewal on a yearly basis. A separate contract or work arrangement may be available for May through August and is subject to supervisor approval and budget allowance.