

Graduate Assistant of Marketing & Communications

The George Mason University, Office of Housing and Residence Life welcomes all qualified candidates to apply for the position of Graduate Assistant of Marketing & Communications for the 2019-2020 academic year.

Responsibilities:

The Graduate Assistant of Marketing & Communications is a 10-month position. The primary responsibility is to work directly with the Assistant Director for Marketing and Communications to enhance the overall marketing for the Department of Housing and Residence Life. This position is for someone who is interested in developing creative concepts and researching marketing trends that are effective at reaching a college audience. The Graduate Assistant for Marketing and Communications will be responsible for overseeing a variety of marketing initiatives and supervising a student staff team.

Position Responsibilities:

The Graduate Assistant for Marketing & Communications at George Mason University contributes to the mission of Housing and Residence Life. Responsibilities fall into the categories of Supervision, Digital Marketing, Social Media and General Responsibilities:

Supervision

- Supervise and evaluate a student staff of 3-5 undergraduate students
- Conduct bi-weekly staff meetings
- Conduct bi-weekly one-on-ones with staff
- Provide training and ongoing development opportunities for all supervises
- Assisting the recruitment, selection and training of student staff

Digital Marketing

- Assist in planning and developing marketing/content calendar for HRL
- Write content for variety of digital marketing tools (Twitter, Facebook, Instagram etc.)
- Prepare email blasts
- Oversee graphic design projects such as posters, ads, appeal designs etc.
- Assist with making updates to website

Social Media

- Assist with social media calendar, brainstorm ideas for new and innovative campaigns
- Draft, edit and post content to social media channels
- Monitor social media and website comments

General Responsibilities

- Participate in one-on-one supervision meetings with the Assistant Director of Marketing and Communications.
- Participate in department meetings and University Life meetings as needed
- Provide photography and video support when needed
- Perform other duties as assigned

Qualifications:

A successful candidate for the Graduate Assistant for Marketing and Communications position at George Mason University will have earned a Bachelor's degree and be accepted to a Graduate Program at George Mason prior to the start of the position.

Preferred Qualifications:

- Prior experience with supervision
- Social media management
- Graphic design skills, Videographer skills
- Experience with design software
- Storytelling
- Conducting focus groups
- Quantitative/qualitative skills.
- Project Management

Time Commitments:

The Graduate Assistant position is designed for 20 scheduled office hours per week. Any additional employment or academic commitments (internships, practicum assignments, etc.) must be approved by the Director of Residential Communities or designee in advance. The anticipated start date for this position is July 24, 2019.

Compensation:

The Graduate Assistant position will consist of nine (9) graduate credits per semester 2019-2020 academic year and \$14,000 stipend. Compensation does not include student fees. This graduate assistantship is a 10-month, live-off position..

To apply:

To apply for this position, please do so by submitting a cover letter and resume to:

Meeghan Milette
Associate Director Staff On-Boarding & Development
mharrin8@gmu.edu

**Priority deadline for application materials is Monday, June 10, 2019, but materials will be accepted until the position is filled.*