



POSITION POSTING

Graduate Professional Assistant Graduate Assistant for Marketing and Communications Housing and Residence Life

UNIVERSITY LIFE: **EVERY STUDENT SUCCEEDS**

Mission:

University Life cares for the whole student by promoting inclusive well-being and fostering lifelong learning – preparing ethical leaders for the world.

Values:

TOGETHER, we achieve our mission through an unwavering commitment to our **values**:

Inclusion and Equity

- We are committed to cultivating an environment of engagement, connection, and belonging that is respectful and fair for everyone.

Leadership for Positive Change

- We are committed to cultivating leaders who critically examine and understand the potential impact of their decisions and act ethically.

Well-Being

- We are committed to cultivating an environment of understanding and fulfillment of both individual and community well-being that promotes purpose, vitality, engagement, and resilience.

Collaborative Community

- We are committed to cultivating a supportive network of colleagues that shares ideas, learns and creates together, and develops authentic connections.

Strategic Transformation

- We are committed to dynamic action in creating meaningful solutions to anticipate and meet the needs of an ever-changing community.

Mission Statement

Housing and Residence Life at GMU provides a safe inclusive community-oriented environment that supports academic excellence, fosters personal growth and champions the

well-being of residents, through collaboration and intentional programming, to ensure their success at Mason and beyond.

Function:

The Graduate Assistant of Marketing & Communications is a 9-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.

Required Skills/Qualifications:

General Qualifications

- Must be enrolled in one of George Mason University's Graduate Programs (not provisional admission)
- Must be reliable, responsible, self-motivated, confident, sincere, flexible, dedicated, and considerate.
- Must possess strong written and verbal communication skills
- Must have an ability to relate to people from diverse backgrounds.
- Must exhibit exceptional professionalism and a strong work ethic.
- Must be available and accessible for the time commitment involved.

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

Position 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 supervisees
 - 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
- Other
 - Other duties as assigned by the Assistant Director of Marketing and Communications

Time Commitments:

The Graduate Professional Assistant position is designed for a 20 hour per week work commitment. At times, the work may require extended hours and/or night and weekend work hours.

Compensation:

- The Graduate Professional Assistant position will consist of the following compensation package;
 - GPA stipend, \$16,000.00, will be paid on the 1st and 16th of the month for the duration of employment contract period;
 - Tuition grant up to 6 graduate credits at the in-state rate, not to exceed \$4,800.00 per semester;
- The GPA position is a 9-month contract, **August 25, 2021 – May 24, 2022** with the possibility of renewal for a second academic year.
- All information, including rules and regulations, regarding all graduate assistantship can be located on the Provost office Graduate Education website:
<https://provost.gmu.edu/academics-and-research/graduate-education/graduate-student-appointments-fellowships>

To apply:

To apply for this position, please do so by:

Submitting a letter of interest, resume, and three professional references by **April 23rd, 2021 at 9:00AM** to:

Christian Rafael Suero
Assistant Director for Staff Development, Engagement, and On-Boarding
Housing and Residence Life
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