



POSITION POSTING

Graduate Professional Assistant for Data Analytics and Digital Assets Office of Marketing & Communications

University Life Vision: 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 Opportunities** | 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 share ideas, learn and create together, and develop 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

The University Life (UL) Marketing and Communications team is seeking interested and qualified candidates for the position of Marketing and Communications Graduate Professional Assistant (GPA). This GPA role will be part of our Shared Services

Marketing structure and will focus on serving the marketing and communications needs of Mason Recreation.

George Mason University has a strong institutional commitment to the achievement of excellence and diversity among its faculty and staff and strongly encourages candidates to apply who will enrich Mason's academic and culturally inclusive environment.

Function:

The Marketing and Communications GPA will assist in the management of marketing and communication functions for the department of Marketing and Communications.

This position is responsible for

- Assist with the development and execution of marketing needs for University Life, including brand management, marketing campaigns, content calendars (for marketing, communication, and social media), project management, and provide general assistance with divisional social media presence and websites.
- Assist with the management and delegation of student/ wage marketing staff
- Establishment of strong relationships with key stakeholders and an in-depth understanding of unit communication and marketing needs.

This position will serve as part of a team of marketing and communications professionals and reports to the Associate Director of Marketing and Communications in University Life.

Required Skills/Qualifications:

- Must be currently enrolled in a George Mason University Graduate Program for the 25-26 academic year. (not provisional admission)
- Demonstrated exceptional interpersonal, oral, and written communication skills;
- Demonstrated organizational management and problem-solving skills;
- Ability to accurately and efficiently meet a multitude of deadlines and responsibilities;
- Demonstrated commitment to diversity and comfort working within diverse populations;
- Proven ability to thrive in a team-oriented workplace;
- Ability to work occasionally weekends or evenings to support departmental events, orientations, and information sessions.

Preferred Qualifications:

- Enrolled as a degree-seeking student in a graduate program focusing on marketing, communications, business, graphic design, data analytics, or higher education.
- Ability to be present on Mason's Fairfax campus as needed by supervisors.
- Experience in marketing project management, typically obtained in two years;
- Experience with content management systems including Trello, Asana;
- Demonstrated experience with project management platforms; and
- Experience managing, and/or advising undergraduate students

Position Responsibilities:

- Working under the direction of UL MarCom's Associate Director of Marketing and Communications to coordinate marketing and communication needs for the division
- Assist with divisional and MarCom team assessment initiatives and data collection for analysis;
- Assist with divisional marketing requests and project management system, Wrike
- Serve as MarCom liaison for Bynder, the university Digital Asset Manager (DAM)
- Facilitate periodic communication with departmental staff to determine needs and monitor progress
- Plan and execute marketing team staff meetings in conjunction with supervisor;
- Attend and represent departmental initiatives at tabling and promotional events, on and off campus when needed (may include weekend events);
- Attend divisional staff meetings, workshops, town halls, and other professional development opportunities.

Time Commitments:

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

Intended Learning Outcomes:

- Student will demonstrate an understanding of self-employee evaluation
- Student will be able to lead and describe the marketing request process including submission, delegation, execution, review and distribution
- Student will be able to formulate and lead staff meetings, trainings, and workshops
- Student will display the ability to create and promote recreation services in the campus environment
- Student will be able to hire, train, and evaluate outreach related staff

Compensation:

The Graduate Professional Assistant position will be paid a stipend of:

- \$20,577, will be paid on the 1st and 16th of the month for the duration of employment contract period;

Other terms for the position contract include:

- Tuition grant up to the 6 graduate credits at the *equivalent* in-state rate, not to exceed \$4,800.00 per semester; master's degree students (with exception of MFA students) who are out-of-state do **not** receive in-state tuition rates;
- Participate in the University Life Graduate Staff Academy each month, as class schedule allows;
- The GPA position is a 9.5-month contract, August 10, 2023 – May 24, 2024, with the possibility of renewal for a second academic year.

All information, including rules and regulations, regarding all Graduate Professional Assistantship can be located on the Provost Graduate Division website: - -

<https://graduate.gmu.edu/financial-support/assistantships-lecturers-oncampusemployment>

To apply:

To apply for this position, please submit a letter of interest, resume, creative portfolio, and contact information for three professional references by 03/21/25.

Letters can be addressed and submitted electronically to:

Jennifer De La Rosa

idelaros@gmu.edu

Associate Director for Marketing and Communications

University Life | Marketing and Communications

4400 University Drive

Fairfax, Virginia 22030