



POSITION POSTING

Graduate Professional Assistant University Life Mason Square

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 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

University Life Mason Square supports every student at Mason Square and across the Mason Nation from orientation to graduation. Our team coordinates with offices throughout Mason to ensure that all Mason Square students receive the support they need, either in-person or virtually. In addition to providing student resources and services, we also create and provide dynamic and engaging programs and events that instill a sense of belonging and Mason pride.

Function:

The University Life Mason Square team seeks an experienced graduate student to support events and lead marketing and communications. This role involves content creation for social media, digital and print materials, web, newsletters, and other platforms. The GPA will also assist with social media strategy and management. Reporting to the Director of UL Regional Campuses, this position contributes to the team's mission and vision.

Required Skills/Qualifications:

Required Skills

- Strong writing and editing skills (marketing copy, social media, newsletters, web content)
- Experience creating and managing social media content and campaigns
- Ability to research, synthesize, and transform information into engaging content
- Knowledge of grammar, spelling, and style guidelines for professional communication
- Attention to detail for proofreading and content accuracy
- Experience with event planning, logistics, and execution
- Strong interpersonal and customer service skills to interact with students and visitors
- Ability to multitask and prioritize tasks effectively
- Familiarity with content management systems (e.g., WordPress)
- Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint) and Google Workspace
- Ability to work both independently and collaboratively within a team
- Organizational and time management skills to meet deadlines

Preferred Skills

- Experience using design tools such as Canva, Adobe Photoshop, or InDesign
- Knowledge of digital marketing trends and best practices
- Experience analyzing social media metrics and engagement data
- Previous experience working in student affairs or higher education settings
- Familiarity with George Mason University branding and communication guidelines
- Experience using email marketing platforms (e.g., Mailchimp, Constant Contact)
- Basic knowledge of HTML or website maintenance
- Experience in video editing or multimedia content creation

- Understanding of accessibility best practices for digital content

Position Responsibilities:

Event & Office Support

- Plan and execute **4–6 Pizza and Perspectives** events annually with Associate Director support.
- Assist with UL Mason Square and Regional Campus events as needed, including occasional presence at the SciTech campus (Manassas).
- Maintain a welcoming office presence, greeting students and visitors.
- Serve as a resource for students about University Life and Mason services.

Content Creation

- Develop marketing copy for websites, social media, print, and digital platforms.
- Research and curate student-relevant events, resources, and information for engaging social media posts.
- Write and format digital newsletters.
- Edit content for clarity, accuracy, and alignment with University Life and GMU branding guidelines.
- Update the University Life Arlington website (WordPress).

Social Media Management

- Implement and manage social media strategy with the Associate Director.
- Plan and execute targeted marketing campaigns for University Life Mason Square accounts.
- Develop and maintain a social media content calendar, ensuring timely posts before key dates and events.
- Propose and create content to promote student events and resources.
- Provide feedback from a student perspective on campus events, resources, and outreach.
- Monitor engagement and create monthly reports on social media performance.

GPA Time Commitments:

- **20 hours per week** (in-person at Mason Square, Arlington, VA; not telework eligible).
- Monday-Friday, some evening and weekend work required.

Compensation & Other Terms:

- The Graduate Professional Assistant position will be paid a minimum stipend of:
 - \$21,605.85 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 and attend all scheduled session of the University Life Graduate Staff Academy, hosted in-person, each month, as class schedule allows;
 - This GPA position is a 9.5 month contract with the possibility of renewal for a second academic year.

Contract Dates for this role are August 10, 2025 through May 24, 2026

- All information, including rules and regulations, regarding all graduate 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 do so by:

Submitting a letter of interest, resume, and provide the contact information three professional references by April 15, 2025 to Melissa Thierry mthierry@gmu.edu