

Housing & Residence Life 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 2020-2021 academic year.

UNIVERSITY LIFE:

We prepare Mason students for the demands of work, social responsibility, and life in an ever-changing global society.

Through a range of direct services and programs, University Life supports every student at Mason from orientation through graduation. *University Life creates purposeful learning environments, experiences, and opportunities that energize all students to broaden their capacity for academic success and personal growth. Through our innovative programs, partnerships, and services, students discover their unique talents, passions, and place in the world.*

Housing & Residence Life Mission Statement

Housing and Residence Life is committed to providing a safe and well-maintained student-centered environment that is innovative and inclusive of a global community. We are dedicated to creating a home that enriches the experiences of our students, staff and faculty.

Responsibilities:

The Graduate Assistant of Marketing & Communications is a 12-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 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
- 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 13, 2019.

- ***Time Commitment of July 13, 2020-August 9, 2020:*** Hired HRL GAs are required start their role prior to the start of the 12 month contract to allow for staff training and preparation for the academic year. **GAs will be paid hourly at \$15/hour from their start date to August 10, 2020 up to 40 hours a week.**

Compensation:

The Graduate Assistant compensation package provided will consist of nine (9) graduate credits per semester at the applicable rate the student is charged for the 2020-2021 academic year and a \$21,350 stipend. Compensation does not include student fees or on-campus housing. This graduate assistantship is a 12-month, live-off position.

The GA position is a 12-month contract, August 9, 2020 – August 10, 2021, with the possibility of renewal for a second academic year.

- Contract is renewable for a second year upon mutual agreement of graduate assistant and supervisor. If renewed for a second period, contract length will be contingent upon mutual agreement and available funding.

To apply:

To apply for this position, please do so by submitting a cover letter, resume, and 3 professional references to:

Meeghan Milette
Email: ResStaff@gmu.edu

PRIORITY APPLICATION DEADLINE: FRIDAY, MARCH 27, 2020