POSITION POSTING

Graduate Professional Assistant
University Life Mason Square – Arlington

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
At University Life Mason Square we support 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 is seeking an experienced graduate student to provide ongoing event support as well as leadership for marketing and communication efforts. The GPA in this role will write content for social media, digital and print collateral, web, newsletters, and other forms of marketing and communication. The person filling this role will also assist with the content strategy and management of University Life Mason Square social media accounts. This position will also be a contributing member of the UL Mason Square and Regional Campuses team, ensuring that the mission and vision of the unit is accomplished.

This position is located at the Mason Square Campus located in Arlington, VA.

Required Skills/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 take initiative and utilize creative thinking skills in order to coordinate programs and initiatives and consider multiple issues, needs, possibilities, etc.
- 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.
- Ability to write clear, concise, and purposeful content that meets the needs of our target audiences
- Ability to create content that matches the overall tone and style of each project
- Experience with updating webpages
- Strong understanding of grammar rules
- Excellent written and verbal communication skills
- Understanding of marketing strategy and the elements required for producing strong, compelling marketing
- Organization and time management skills with ability to prioritize and create production schedules to deliver projects in a timely manner

Position Responsibilities:
Event and Office Support
- With support from the Director and Assistant Director, plan and execute 4 to 6 signature programming events: Pizza and Perspectives, throughout the academic year
- Support all UL Mason Square events as needed
- Support all Regional Campus events, as needed (This may include the need for having an occasional (not frequent) presence at the SciTech campus in Manassas.)
- Maintain welcoming presence in the UL Mason Square office suite, greeting students and visitors
- Be a resource to students about all University Life and Mason services
Content creation

- Write marketing copy for website, social media, print collateral, and other marketing platforms
- Research and synthesize information to create marketing content
- Find events, resources, and information that is useful to our student audience and transform the content into social media posts
- Create clear, concise copy
- Write and format digital newsletters
  - Proof/copy edit text and correct grammar, spelling, and punctuation errors
  - Verify content for accuracy
  - Ensure content follows University Life and George Mason University brand guidelines and style
  - Update University Life Mason Square website (Wordpress)

Social Media Management

- Work with Assistant Director to implement social media strategy and manage daily and weekly social media operations
- Collaborate with Assistant Director, Regional Campuses to plan and execute social media campaigns for the University Life Mason Square social media accounts, as appropriate.
- Collaborate with the Assistant Director to develop targeted marketing strategies to promote student events and resources
- Collaborate with the Assistant Director for social media planning and developing University Life’s content calendar and strategy, including planning social media posts in advance to ensure content is ready before important dates and events
- Pitch ideas to the Assistant Director for events and resources to promote advertising and outreach on UL Mason Square social media
- Serve as a subject matter expert (SME) and advise and provide feedback from a student’s perspective on the relevance and importance of on-going campus events, campus resources, and other information
- Send final drafts of social media posts to Assistant Director and post them to University Life’s accounts at agreed-upon times and dates
- Maintain University Life’s social media content calendar
- Create monthly reports on social media engagement metrics
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 be paid a stipend of:
  - $18,522.00, 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-month contract, August 10, 2023 – May 10, 2024, 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 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 three professional references by May 15, 2023 to

Melissa Thierry

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ulmasonsquare.gmu.edu