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 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
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.

Mason Recreation is committed to developing excellence in our students and supporting their career-readiness during their time in our department. With three different facilities, numerous services, programs and events running all year long - we pride ourselves on employing some of the most skilled, passionate, and successful staff on campus. Recreation.gmu.edu

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 Mason Recreation. This position is responsible for:

- Execution of marketing needs for Recreation, including brand management; marketing campaigns; development and execution of calendars (marketing, communication, and social media); project management; management of design and production of printed and web-based visual identity pieces; management of social media presence; and management of design of websites;
- Supervision of student marketing team
- Establishment of strong relationships with key stakeholders and an in-depth understanding of unit communication and marketing needs.

This position will work 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 (not provisional admission)
- Demonstrated exceptional interpersonal, oral, and written communication skills;
- Demonstrated organizational management and problem-solving skills;
- Working knowledge of social media management and implementation (Instagram, TikTok, Twitter, Instagram, Hootsuite, etc.);
- 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 occasional 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 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 WordPress CMS, and maintaining an organization’s website;
• Demonstrated experience with project management platforms; and
• Experience managing, and/or advising undergraduate students

Position Responsibilities:

• Working under the direction of UL MarComm’s Associate Director of Marketing and Communications, and alongside the Graduate Assistant of Outreach and Engagement, to coordinate marketing and communication needs for all areas within Mason Recreation;
• Assist with assessment initiatives and data collection for analysis;
• Assist departmental staff with the divisional marketing request and project management system, Wrike
• Maintain Departmental bulletin boards and digital displays; ensure that signage is up-to-date in each facility;
• Oversee departmental social media accounts (Twitter, Facebook, Instagram, Snapchat, YouTube, Mason 360 etc.);
• Attend and represent department at tabling and promotional events, on and off campus when needed (may include weekend events);
• Assist with departmental newsletters, articles, and other writing projects;
• Assist with website updates and content;
• Assist with special campus events, departmental events, and civic engagement programs;
• Plan and execute marketing team staff meetings in conjunction with supervisor;
• Assist with marketing team staff oversight, work closely with supervisor in developing work schedules, inventory, and maintenance of equipment;
• Assist with the development and generation of new outreach concepts, mediums, and ideas;
• Facilitate periodic communication with departmental staff to determine needs and monitor progress

**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:
- $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 9, 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 06/26/23.

Letters can be addressed and submitted electronically to:

Jennifer De La Rosa  
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University Life | Marketing and Communications  
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