POSITION POSTING
Graduate Professional Assistant
Marketing and Communications Graduate Professional Assistant
Student Involvement, Division of University Life

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
The George Mason University, Division of University Life (UL), is seeking interested and qualified candidates for the position of Marketing and Communications Graduate Professional Assistant. 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.

The Student Involvement (SI) office creates a sense of belonging by providing memorable experiences for the Mason Community. Our values are Learning & Development, Experience & Engagement, Community & Inclusion, and Patriot-Centered Service. We are committed to fostering an inclusive and welcoming space, connecting students to purposeful experiences, developing student leaders, nurturing personal, academic, and professional growth, and engaging students in self-discovery and self-authorship. https://si.gmu.edu/

Function:
The Marketing and Communications Graduate Professional Assistant assists in management of marketing and communication functions for University Life’s Student Involvement Unit (SI). This position is responsible for: 1) execution of marketing needs for SI, including: brand management; marketing campaigns; development and execution of calendars (marketing, communication and social media); project coordination; management of design and production of printed and web-based visual identity pieces; management of social media presence; and management of design of websites; 2) supervision of student design support team 3) establishment of strong relationships with key stakeholders and an in-depth understanding of unit communication and marketing needs.

This position works as part of a team comprised of marketing and communications professionals and reports to the Director of Communications and Marketing in University Life with a dotted line to the Associate Director of Student Involvement for Campus Events and Promotions.

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;
- Demonstrated experience marketing large events;
- 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 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:**

**Marketing and Branding**

• Execute a comprehensive integrated department-wide marketing/branding plan with measurable results and promotion strategies intended to reach SI’s core audiences;
• Coordinate outreach efforts (i.e., tabling, events, etc.) to promote SI and our opportunities to students, faculty, staff, and the Mason community;
• Assist with the management of SI marketing budget; and
• Advise staff and students regarding programs and techniques needed to increase participation and best practices in cross marketing of events.

**Social Media and Web Site Management**

• Partner with web designers to develop updated design and plan for unit websites;
• Manage updates and maintenance of all SI websites;
• Manage social media presence; and
• Contribute to the development and implement a SI social media plan.

**Sponsorship and Revenue-Generation**

• Assist with the management of university sponsorship initiatives for programs, such as Mason Day, Welcome Week, and Homecoming.

**Program Promotion**

• Help promote SI programs and initiatives by developing content for university communications channels;
• Procure bids from university-approved vendors and select winning bid;
• Manage graphic design elements within the planner book;
• Manage editorial updates and changes to content within the planner;
• Coordinate with production vendor for on time delivery for distribution to student body as designated by the Associate Director of Campus Events and Promotions for SI.

**Establishment of Strong Relationships**

• Attend all pertinent and necessary meetings in SI;
• Represent SI in public relations opportunities such as admissions events, orientations, and information sessions.
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.

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 25, 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, and contact information for three professional references by 06/01/23.

Letters can be addressed and submitted electronically to:

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