POSITION POSTING
Graduate Professional Assistant
Marketing and Communications Graduate Professional Assistant
Marketing and Communications, 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 share ideas, learn and create together, and develop 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.

Function:
• The Marketing and Communications Graduate Professional Assistant assists in management of marketing and communication functions for University Life’s Marketing and Communication. This position is responsible for 1) execution of web design needs for UL, including fixing broken links, checking all UL sites are user accessible with DubBot, taking a key role in the design and layout of a website, using web content management systems like WordPress and Drupal, implementing and maintaining high-quality SEO policies and incorporating them with web content, responding to reports of technical problems and working with the team to fix them quickly. 2) supervision of student design support team 3) establishing strong relationships with key stakeholders and an in-depth understanding of the unit's web design needs.

This position works as part of a team of marketing and communications professionals and reports to the Web Developer within UL Marketing and Communications.

Required Skills/Qualifications:
• Must be currently enrolled in a George Mason University Graduate Program (not provisional admission)
• Demonstrated organizational management and problem-solving skills;
• Demonstrated experience creating website structure, organizing webpage content, and designing webpage layouts;
• Experience with responsive and user interface design;
• Experience using content management systems (CMS) (WordPress or Drupal) and maintaining an organization’s website;
• Working knowledge of web analytics applications (Google Analytics preferred)
• Excellent interpersonal, written, and verbal communication skills;
• High attention to detail.

Preferred Qualifications:
• Enrolled in a graduate program focusing on web design, marketing, graphic design, multimedia design, communications, or computer science.
• Ability to be present on Mason’s Fairfax campus as needed by supervisors.
• Experience with Adobe Creative Cloud including Illustrator and Photoshop with a strong ability to create mockups, wireframes, and other graphics as needed;
• Demonstrated experience with project management platforms;
• Proficiency with CSS and HTML;
• Knowledge of Web accessibility and usability/user-experience (UX), and internet trends;
• Working knowledge of SEO (Search Engine Optimization);
• Experience writing website content.
• Experience working with the interface design tool, Figma.
• Ability to ensure user accessibility with DubBot.

**Position Responsibilities:**

**Web Designer**

- Manage updates and maintenance of all UL websites.
- Meeting stakeholders to discuss their requirements for web redesign.
- Contribute to the development and implement a UL web design plan.
- Fixing broken links on all UL websites.
- Conduct website testing.
- Provide technical and web support to stakeholders.
- Test and improve the design of a website.
- Communicate design ideas through wireframes.
- Updating and adding plug-ins to WordPress sites.
- Check and report on monthly user views on Google Analytics.

**Establishment of Strong Relationships**

- Attend all pertinent and necessary meetings in UL and develop connections with all the staff on the UL Marketing and Communications team.

**Time Commitments:**

The Graduate Professional Assistant position is designed for 20 hours per week.

**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](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 06/30/23.

Letters can be addressed and submitted electronically to:

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