Assistantship Description:
Graduate Assistant - Graphic Design/Marketing: Office of Student Activities (1 position: Statesboro campus)

Term of Contract:
August 2020-May 2021, with the possibility for contract renewal.

Minimum Qualifications:
Applicants must be enrolled in a degree-seeking graduate program of study (Master of Fine Arts or a related field is strongly preferred) at Georgia Southern University. Bachelor’s degree in Graphic Design, Communications or related field. Successful applicants should have print, digital marketing and graphic design experience. Candidates should demonstrate strong organizational, time management, interpersonal and leadership skills and attention to detail. Additionally, successful applicants must be flexible, dependable, have a strong commitment to customer service, the development of students, professionalism and be a self-starter. The Office of Student Activities is a dynamic area with a great deal of student interaction. A graduate assistant in this area would need to be committed to working in a diverse team environment, able to communicate effectively in both verbal and written forms and positively represent and support the mission of the university, the Division of Student Affairs and the Office of Student Activities.

Preferred Qualifications:
Must demonstrate proficiency in Adobe Creative Suite, Code Editing Software(s), and/or other additional web development/design software(s). Intermediate web development skills with a working knowledge of HTML/PHP; a desire to enter the Marketing or Graphic Design workforce. Experience with digital photography and video production.

Closing Date:
Open until filled.

Position Description:
Under the general supervision of the Director and Student Services Coordinator, the Graduate Assistant will assist in the planning, implementation, coordination, daily administration, facilitation, supervision and evaluation of campus programs and services through the Office of Student Activities. Other responsibilities include, but are not limited to:

Responsibilities:

- Marketing initiatives:
  - Develop a positive and cohesive branding for the office.
  - Create marketing materials for the University Programming Board and OSA programs including but not limited to print flyers, digital ads, t-shirts and other promotional items.
  - Research & implement efficient ways of engaging students.
  - Attend various on and off campus recruitment events.
  - Ensure that all marketing materials (OSA and UPB) meet university standards.

- Web initiatives:
  - Assist the University Programming Board and OSA professional staff in updating their portions of the website.
  - Research and implement ways to make the navigation and organization of the OSA website more efficient.

- Social media:
  - Make sure the office is up-to-date on the latest social media trends, as well as maintaining the OSA Facebook, Instagram and Twitter accounts.
• Other duties as assigned:
  • Provide advising and direction for OSA related programs
  • Advise and develop student leaders through best practices in higher education
  • Develop educational resources and assist with training for student leaders
  • Serve 25 office hours a week, which may also include occasional evening and weekend commitments
  • Serve as a departmental representative during orientation and other university recruitment initiatives
  • Collect and interpret engagement data from various sources
  • Assist in resource allocation management
  • Participate in professional development opportunities
  • Perform other duties as assigned

To apply:
Email a cover letter and resume to:
mlittles@GeorgiaSouthern.edu
-and/or-
cmbishop@GeorgiaSouthern.edu
with the subject: OSA Marketing GA Posting

Note: Offers will not be made without an official Graduate Admissions letter.