General Description: The Graduate Assistant for Marketing – Public Relations assists University Housing in the management and administration of departmental marketing and publication projects through public relations outreach and campaign design. This position will also provide opportunities for experience in all aspect of housing operations including Administrative Services, Residential and Auxiliary Facilities, and Residence Education. This position reports directly to the Associate Director of Business and Administration.

Job Specifications/Qualifications

• Bachelor’s degree in Communications, Marketing, Public Relations, Graphic Design, or related field.
• Experience with digital photography and/or videography required.
• Demonstrated experience with Adobe Creative Suite preferred.
• Ability to read, understand, and follow oral and written instructions.
• Ability to establish and maintain effective working relationships with other employees, students, and general public.
• Must have working knowledge of various software packages including Microsoft Word, Excel, Access, etc. Comfortable using technology, a variety of software programs, and a web-cam for remote meetings.
• High level of maturity with demonstrated exceptional organizational and interpersonal skills.
• Strong verbal and written communication skills.
• As a graduate student enrolled in academic classes at Georgia Southern, the Graduate Assistant must be enrolled as a full time student each semester and maintain a 3.0 GPA in order to qualify for a graduate assistantship. The Graduate Assistant must take at least 9 hours a semester. They can be enrolled in any graduate school program.
• As the position is considered the Graduate Assistant’s primary, non-academic activity, they may not accept other employment at the university. The Graduate Assistant may not have a significant responsibility in an extracurricular activity and should discuss outside involvements with their supervisor at the beginning of each semester to assess appropriateness.
• Ability to bend, stoop, climb stairs, and physically lift a minimum of 25 pounds.
• Must successfully complete background investigation.

Remuneration: The Graduate Assistant for Marketing – Public Relations appointment is 10 months (August to May). Salary for the position is $7,750/year and is paid on a monthly basis. Graduate Assistants (who are unconditionally accepted into graduate school) receive a tuition waiver of the standard in-state and out-of-state tuition but must pay a reduced matriculation fee of $25 per semester along with all assessed university fees. Some programs are approved to charge a premium tuition rate that is not covered by the standard tuition waiver. Graduate Assistants are responsible for paying all University Fees and the Technology Fee each semester. As this position is classified as a graduate assistantship, standard employee benefits are not provided. This position does not provide housing. You may choose to live on campus at your own expense.

Duties and Responsibilities: The Graduate Assistant for Marketing – Public Relations is responsible for the following duties. The Graduate Assistant completes 20-25 hours of work each week, typically performed within an 8:00am to 5:00pm structured workday with occasional weekend and evening hours required.

Additional Responsibilities include but are not limited to:

• Represent University Housing through various methods including in person event management, digital and print design.
• Participate in regularly scheduled meetings between University Housing and Auxiliary Services Marketing.
• Create and design marketing and communications campaigns for University Housing including Returning Student Sign UP, Operation Move-In, student organization events, and other special events.
• Assist in the development of marking materials (digital, print, voice, email).
• Assess effectiveness of marketing through research of departmental initiatives as well as initiatives by other institutions.
• Depending on budgeted resources, may also supervise student assistant(s) in developing design.
**Other:**
- Attend regularly scheduled meetings and one-on-one supervision/planning meetings with supervisor.
- Submit an annual report detailing the success and challenges, as well as recommendations for the next academic year.
- Attend workshops and training sessions as needed or required.
- Maintain a neat, organized and clean work area.
- Perform other duties as required.

Updated January 20, 2017