Graduate Assistant – Marketing/Design
Office of Student Activities

The graduate assistant will work in the Office of Student Activities in the Williams Center. The responsibilities of the position will focus on marketing and communication of programs sponsored by the University Programming Board and the Office of Student Activities as a whole through a variety of initiatives and media. The graduate assistant reports to the Director and will be paid monthly.

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 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.

The duties of the graduate assistant will consist of:

**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.
- Other duties as assigned.

**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.

**Minimum Requirements:** Admission into a degree-seeking graduate program at Georgia Southern University. Bachelor’s degree in Graphic Design, Communications or related field. Excellent verbal/written communication skills. Motivation, enthusiasm and attention to detail. Professionalism, self-starter, organized and great at multitasking. Flexible, dependable, ability to work with diverse population. Proficiency in Adobe Creative Suite, Code Editing Software(s), and/or other additional web development/design software(s).

**Preferred Qualifications:** 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.

**To apply:** Send a letter of application, resume and three references to:
Memory Littles | Director
Georgia Southern University
Office of Student Activities
PO Box 7990 | Statesboro, GA 30460