

University of Connecticut
Graduate Assistant
Department Business Affairs - Marketing

Department: Business Affairs Area in UConn's Department of Student Activities. This position reports to the Director of Business Affairs.

Job Type: Full Time Graduate Assistantship

Job Summary: Support the departments marketing initiatives, including but not limited to social media, graphic design, website design and the development and assessment of the effectiveness of marketing initiatives that are designed to promote all programs, events, or services.

General Responsibilities:

- Conceive of, plan, design, and distribute print, electronic, and video material to promote the programs and services of Student Activities employing content design and development, photo editing, script development, and more.
- Manage, schedule, and create regularly posted content for multiple social media accounts (e.g., Instagram etc.).
- Manage, curate, and ensure the collection of up-to-date photo-documentation of programs, events, and activities.
- Coordinates department digital and print presence.
- Stays current with new audio-visual technologies in order to recommend, maintain, and repair new technologies adopted by the department.
- Communicate the status of projects to end users in a timely manner.
- Serves as a resource to other department staff regarding effective promotional strategies and problems.
- Responsible for assisting with strategizing, planning, executing, identifying, and solving related problems/opportunities.
- Responsible for developing/compiling material for, scheduling staff for, and/or attending in person University-wide events including, but not limited to Open Houses, New Student Orientation, and Info Fairs.
- Research and purchase department promotional products as needed.
- Liaison and collaborate with outside university departments.
- Performs related work as required.

Qualifications:

- Acceptance to an appropriate graduate program at the University of Connecticut.
- Experience with web design and development, animation, audio/video content creation and production, an/or graphic design.
- Demonstrated experience with social media management and content creation.
- Demonstrated strong familiarity and experience designing and developing marketing materials.
- Ability to work independently while meeting deadlines and performance expectations.
- Ability to clearly and effectively communicate and regularly seek/provide input.
- Ability to be resourceful and think creatively to identify and solve problems.
- Ability to effectively work in a fast-paced, changing environment.
- Articulated commitment to, demonstrated understanding of and/or experience working with diverse populations.
- Experience supervising student employees a plus.

Position Parameters:

- Academic year
- Hours Per Week: 20

- Pay: Graduate Assistantship: Stipend + Tuition Waiver NOTE: **Graduate Assistantship must be approved through sponsoring academic department**
- Location: Telecommuting contingent on the appropriate candidate
- Possibility for future summer employment