



## ORIENTATION

### Graduate Assistant for Orientation Services - Communications

**Position Description:** The University of Connecticut's onboarding and orientation experiences are crucial to the transformative event that is college. Through dynamic offerings, we curate an environment that has our newest huskies and their family members feeling celebrated, connected, and prepared. Students are central to this journey where they will acquire the tools needed to begin their adventure at UConn with a foundation for success. The Graduate Assistant for Orientation Services - Communications will report to the Assistant Director of Orientation Systems and will assist in the onboarding and communication efforts for new UConn students and family members. This assistantship is a full-time assistantship, 20 hours per week, on an 11-month appointment. This is a two-year assistantship pending a satisfactory performance after the first year.

#### Responsibilities:

- Oversee the delivery of content on social media channels and applications.
- Assist with the crafting of print, web, and/or email communications.
- Create a yearly content calendar for social media channels.
- Develop, coordinate, and execute content for social media channels.
- Assist in the development or acquisition of content for the onboarding portal, Visual Zen.
- Develop and deliver content for the orientation leader or student office assistant training programs.
- Assist with the preparation of print and digital materials for all orientation programs/events.
- Organize the execution and delivery of photo and video content to achieve the summer.
- Assist with check-in process for orientation programs/events.
- Role model professional behavior and strong work ethic to all undergraduate student staff.
- Represent Orientation Services at university events (i.e. Admission yield events, Involvement Fair, etc.).
- Research, create, and execute assessment projects. Develop summary report materials of assessment project findings.

#### Minimum Qualifications:

- Must be a graduate student, in good standing, currently enrolled in the Higher Education and Student Affairs program at the University of Connecticut.
- Prior experience with Orientation, Retention, Transition, First Year Experience, Admissions, Student Activities, and/or Residential Education.
- Ability to communicate effectively and efficiently, excellent written and verbal skills.
- Ability to maintain confidentiality when required.
- Ability to work autonomously with limited supervision.
- Demonstrate a commitment to, appreciation of, and desire to learn about diversity, equity, inclusion, and social justice topics.
- Ability to work as part of a team.

#### Preferred Qualifications:

- Prior experience managing peers.
- Prior experience with creating and delivering social media content.
- Prior graphic design experience.
- Prior experience with onboarding or event software (VisualZen, Campus ESP, WebEx Events, Guidebook etc.)
- Prior experience with assessment creation.
- Experience working with faculty, staff, new students, and families in an undergraduate college environment.