

Position Description

JOB TITLE:	Graduate Assistant – Marketing	APPOINTMENT:	Up to 20 hr week w/ waiver & stipend
REPORTS TO:	Marketing Specialist	PREFERRED START:	Fall Semester

About Georgia State University

Georgia State University is in Atlanta, with an enrollment of over 50,000 students. The mission of the department of Recreational Services is to promote healthy lifestyles through exceptional recreational programs, services, and facilities. At the Atlanta campus, Recreational Services is housed in the 161,000 ft², \$30 million Student Recreation Center (SRC). Our two off-campus sites are also managed by the department; Panthersville Recreation Complex, an outdoor lighted multipurpose athletic field area and the Indian Creek Recreation Area which includes the Lodge, Challenge Course, Outpost, an outdoor pool, event lawn, and sand volleyball court. The department also offers recreation opportunities at our five Perimeter campus locations.

About Georgia State University Graduate Assistantships

The department of Recreational Services offers numerous graduate assistant opportunities. Our positions are designed to provide enhanced service to our patrons and programs while providing an excellent opportunity for the graduate student to enhance their academic knowledge and professional skills. This position is specific to supporting programs or services offered at the Atlanta campus. The information below is for your review to assist in your decision on whether to apply for the position.

Tuition will be waived including out of state waiver. You are responsible for your student fees (<http://sfs.gsu.edu/tuition-fees/what-it-costs/tuition-and-fees/>) and books. Current graduate assistants are granted a 10% book discount at the GSU bookstore. You will receive a \$4,500 stipend Fall and Spring semesters and up to \$3,000 for Summer (depending on your appointment/hours worked). These amounts are based on 20 hours of work per week during the academic semester. This appointment is on a semester-to-semester basis dependent upon job performance and funding. Scheduling will be determined by your supervisor and will vary each semester. Academic classes will be accommodated. Please note that you do not get your first check until the last working day of September. Plan accordingly. For more information on application requirements and deadlines for the College of Education, please visit <http://education.gsu.edu/oa/Deadlines.htm>.

Job Description:

The Marketing Graduate Assistant works directly with the Marketing Specialist to assist with the daily operations such as developing a comprehensive marketing campaign to attract students, faculty, staff and affiliates, creating a social media strategy, maintaining social media presence, designing marketing materials, and assists supervising student assistants.

Primary Responsibilities:

- Supervise the daily operations of our social media platforms (Facebook, Twitter, Instagram, and TikTok) through messaging, scheduling, and posting.
- Maintain weekly social media reports.
- Assist in creating social media strategy for the semester and create solutions to expand the recreation voice across the Georgia State University campuses.
- Record, edit, and develop messaging for reels and TikTok videos.
- Assist with designing marketing materials.
- Assist with marketing campaigns to promote programs and services such as tabling
- Assist with the distribution of marketing materials such as Recreation Rap Up and Connection.
- Assist supervision of student workers weekly time and work progress.
- Aid in conducting monthly marketing meetings with the current student staff.
- Participate in a weekly meeting with the Marketing Specialist.
- Assist with staff meetings with student marketing assistants.
- Assist in the interviewing, onboarding, training of new student staff.

Minimum Requirements and Employment Terms:

- Bachelor's degree in Marketing, Communications, Journalism, Graphic Design, or closely related field.
- Proficiency with the following programs: Microsoft Office, Facebook, Twitter, Instagram, and TikTok, Adobe Creative Cloud (Photoshop, Illustrator, or InDesign).
- Acceptance into the master's program at Georgia State University, pursuing a degree in a related field.
- Must be accepted by to receive a position offer.
- Must maintain a 12-hour class load for fall and spring semesters; 9-hour class load during the summer semester.
- Ability to work independently and as a part of a professional team that collaborates effectively with colleagues.
- Ability to thrive in an environment that values high expectations, accountability, and balanced lifestyles
- Must be organized.
- Certification for Adult CPR/AED/First Aid or can obtain within first month
- The appointment will be for the academic year (Fall, Spring, Summer) - intended as a 2-year position.
- Appointment is on a semester-to-semester basis dependent upon job performance and funding. Assume responsibility for the mandatory health insurance requirement. (<http://www.studentinsurance.com>)