Graduate Assistant – Media and Marketing

The Graduate Assistant will assist the Assistant Director-Operations and Member Services in the daily management of the overall department’s marketing and serve as the lead artistic designer. The Graduate Assistant will be required to work a minimum of 20 hours per week. Other tasks or responsibilities may be assigned as needed.

Qualifications

- Bachelor’s Degree in Marketing, Recreation Administration or related field.
- Acceptance into graduate college.
- Maintain 3.0 GPA each semester in graduate level courses.
- Experience with Adobe Creative Suite or Adobe Creative Cloud is required.
- Ability to organize, manage, and prioritize multiple projects within limited timelines
- A positive attitude, creative personality, strong work ethic, and effective written and oral communication skills.
- Submit to a criminal background check. Future or continued employment is contingent upon satisfactorily completing the background check.

Personnel Management:

- Recruit, hire, train, schedule, supervise, evaluate and manage a photographer, a videographer and graphic designers.
- Organize and facilitate monthly and weekly staff one-on-one meetings.
- Create/update staff forms and maintain personnel records.
- Oversee staff schedules and special event schedules.
- Assign and oversee staff job responsibilities.
- Develop and maintain staff project log.
- Requires some evening and weekend hours.

Fiscal Management:

- Prepare income and expense budget proposals and annual reports.
- Monitor student payroll and purchasing budget (program area).
- Purchase equipment, supplies and promotional materials as needed for program area and department.
Statistics & Evaluation:

- Evaluate marketing staff each semester via verbal and written evaluations.
- Coordinate user and non-user qualitative focus groups and other assessment activities.
- Assist with the preparation, administering and reporting of semester and annual program evaluations and assessments.
- Assist with strategic plan development.

Promotion/Project Management:

- Oversee departmental promotional efforts.
- Supervise the development of news releases, newsletters and build media contacts.
- Coordinate promotional efforts to include collaborative efforts with other departments on campus.
- Facilitate sponsorships and partnerships with local/regional business, apartment complexes and student organizations for Neptune Fit Radio.
- Assist with the supervision of department marketing and promotions project.
- Create new marketing strategies for targeted groups.
- Manage and maintain Campus Recreation website, social media sites, and promotional screens.

Special Programming:

- Coordinate department special events and staffing for green screen services.
- Assist with student awareness and retention efforts on campus such as Orientation.
- Assist with the coordination of facility tours and department presentations.

Professional Development:

- Attend scheduled Campus Recreation professional staff meetings and evaluations.
- Attend NIRSA state, regional and national workshops.
- Present at professional conferences and workshops.
- Communicate with other institutions to learn about and evaluate policies, procedures, challenges and successes.

Other

In accordance with University/Department protocol and procedures, other duties as assigned.

Additional Salary Information: Tuition waiver for fall and spring semester, plus stipend.

Successful applicant will be responsible for all moving expenses.

Please send Resume and Cover Letter to Al Diaz Assistant Director-Operations and Member Services at al.diaz@tamuc.edu