

GRADUATE ASSISTANTSHIP: MARKETING

The Marketing Graduate Assistantship is a two year appointment and is responsible for assisting the Department of Intramural-Recreational Sports in a variety of marketing related duties including graphic design, digital signage, web page editing, mobile application and assisting with coordinating, planning, and evaluating the departmental marketing program. This position reports to the Coordinator of Student Wellness and Marketing and will begin the position Fall 2018.

Responsibilities include but are not limited to:

- Assist the Coordinator of Student Wellness and Marketing in the coordination and implementation of marketing strategies for the department programs, services, and facilities.
- Assist with oversight and administration of the department's social media presence (Twitter, Facebook, etc.).
- Assist with the recruitment and supervision of graphic design student(s) to design and maintain all departmental media outlets and publications.
- Collaborate with and supervise the graphic design student(s) to produce appropriate publications in a variety of media
- Oversee the department's digital signage and proof reading all printed material prior to being published.
- Oversee the mobile application to promote services and events for the department.
- Assist the Coordinator of Student Wellness and Marketing with the set-up and staff scheduling of resource tables for the department during all special events, Topper Orientation program, Head for the Hill program, and the M.A.S.T.E.R Plan program.
- Work with professional staff to evaluate departmental and area specific marketing efforts.
- Assist with the organization and maintenance of a departmental photo library.
- Serve as a training resource for Adobe Suite software to departmental staff and student employees
- Serve as professional staff (rotating weekends) on duty for overall management and supervision of all staff, programs, and recreational sports facilities to include opening and closing facility and managing customer-related situations and emergencies.
- Assist full-time staff in presentation of various in-service programs.
- Assist with departmental special events.
- Adhere to daily office hours.
- Perform other duties as assigned.

Preferred Qualifications:

- Strong written and communication skills.
- Well-spoken and detail oriented team-player.
- Ability to communicate persuasively and tactfully with all levels of management, co-workers, and customers.
- Strong ability to organize and coordinate simultaneous projects.
- Demonstrated ability to edit copy for publications, and other marketing materials.
- Experience in developing effective promotional materials for target audiences.
- Proficient with Adobe desktop publishing software and other media appropriate for producing brochures, ads, flyers, videos, etc. (Adobe Suites: Photoshop, Illustrator, InDesign, PremierPro, etc.)
- Demonstrated proficiency with social media management, graphic design, and web publishing.
- A strong desire to learn and grow as a professional.
- Broad knowledge and experience with photography is a plus!

Graduate School Requirements:

- Bachelor's Degree from an accredited four year institution.
- Graduate admission requirements vary by program.
- Must be enrolled on a full-time basis (minimum 9 hours per semester) to receive graduate assistantship, stipend, and tuition waivers.

Stipend and Tuition:

- \$9,500 Stipend (August – May)
- Out of State Tuition Waived
- Full Tuition Waiver (9 hours during the fall and spring semesters, online class fees not covered)
- Health Insurance (if needed)
- \$1,000 professional development (upon request and approval)
- Summer employment available

Commitment:

- 2 Year Appointment

Eligible candidates must be available to begin work no later than July 30, 2018. Preferred start date is July 16th, 2018.

To apply, send a cover letter, resume, and two professional letters of recommendations to:

Contact:

Alicia Everette
Coordinator of Student Wellness and Marketing
Intramural Recreational Sports
Western Kentucky University
Preston Health & Activities Center
1906 College Heights Blvd. #11097
Bowling Green, KY 42101-1097

alicia.everette@wku.edu