TRIO Student Support Services, Disabilities – Media & Outreach Graduate Assistant

About TRIO SSS-D:

As a TRIO program, SSS-D is funded by a grant from the U.S. Department of Education. SSS-D focuses on the retention, academic success, and graduation of limited income (Pell-eligible), first-generation, and students with disabilities populations. The project serves 100 students each year through individualized coaching, tutoring, advising, financial literacy, college-success skills development, graduate school exploration and preparation, and other development opportunities.

Job Description:

This position is a 10-month appointment from mid-July through the end of the Academic Year in May, with 20 working hours per week and the possibility of a summer contract. The Media & Outreach Graduate Assistant will be responsible for the majority of the project's social media presence, outreach efforts on campus, and other advertising/outreach materials. This position requires the ability to manage time, multi-task, and function successfully with little supervision. There is some flexibility to work as available, but GA must be available to attend functions and events to share via social media. The GA will be required to meet with the Project Director and/or Academic Coordinator on a regular basis. This position will adhere to the WKU holiday schedule.

Duties include (but are not limited to):

- Maintain all SSS-D social media accounts (Instagram, Facebook, and others)
- Create original social media content to engage users as well as share relevant information from campus and community partners
- Digitally advertise upcoming events, student deadlines, and other important information for SSS-D participants
- Help to create/maintain video content
- Assist Academic Coordinator with outreach to eligible students
- Design/compile outreach materials (flyers, handouts, etc.)
- Collaborate with tutors and peer mentors to facilitate social media 'takeovers' to help increase followers & engagement
- Compile and distribute bi-weekly newsletter to participants regarding upcoming events, reminders to meet with their coach, etc.
- Facilitate seminar(s) for participants covering smart social media usage

Requirements:

- Candidate must be accepted to/enrolled in a Master's Degree program at WKU
- Demonstrated experience managing social media presence or program outreach in some capacity
- Graphic design and video editing skills
- Strong communication skills
- Ability to initiate, implement, and coordinate projects
- Strong desire to promote educational achievement and opportunity
- Willingness to become familiar with TRIO regulations that govern program policies and procedures

Compensation:

The Media & Outreach Graduate Assistant will receive a $10,000 yearly stipend, paid in monthly installments.

Application Instructions:

Candidates should submit the following via email to Jimmie Martin, Project Director (jimmie.martin@wku.edu) and Kari Paschetto, Academic Coordinator (katherine.paschetto@wku.edu):
- Cover Letter
- Resume
- Design Sample (flyer, Instagram post, etc.)
Please include the graduate program in which you are accepted/enrolled.

All Materials need to be submitted by 11:59 PM CST on June 1st, 2021

You will receive an email confirmation that your materials have been received. Expected hire/start date is approximately Mid-August 2021.