

**Graduate Assistant for Marketing & Commuter Services**  
**Alumni Memorial Union**  
**Marquette University**

**General Description**

The Graduate Assistant serves in an academic year appointment working approximately 20 hours per week and reports to the Assistant Director of the Alumni Memorial Union. The GA will primarily work in the Division of Student Affairs Marketing office overseeing the project request process, serving as the commuter student association advisor, and supervising a student staff. While not necessary for the position, someone with an interest in graphic design, creativity, and social media would do well in this assistantship. The GA is responsible for commuter student support, staff development, social media planning, and collaboration with key partners to produce marketing materials for events across campus. The GA is expected to undertake all responsibilities in a manner that reflects the Catholic, Jesuit mission of the University.

**Specific Responsibilities**

***Division of Student Affairs (DSA) Marketing Office:***

- Supervise the student graphic design assistants and DSA Marketing office student manager
- Coordinate printing and publicity requests submitted from Division of Student Affairs departments, outside partners, and student organizations
- Develop and maintain client communication between DSA Marketing office and campus
- Assign and monitor project progress with student design assistants to ensure requests are met per instruction and by set deadline
- Represent the DSA Marketing office on the MU Homecoming planning committee and work with AMU Student Engagement to create a marketing assignment plan between student designers and the committee
- Set up one-on-one check in meetings with student graphic design assistants to monitor and ensure marketing request progress is adhering to client timelines
- Lead staff meetings with the student design assistants and coordinate staff development outings each semester
- Maintain inventory for office print supplies
- Manage overall marketing production tracking for project requests
- Manage all Alumni Memorial Union and Annex social media platforms, creating publicity plans, monitoring social media traffic, and interactions
  - Facebook.com/alumnimemorialunion
  - Facebook.com/muannex
  - @Marquette\_AMU Twitter and Instagram
  - @MUannex Twitter
- Meet weekly with the Assistant Director of the AMU and DSA Marketing Office Student Manager
- Serve on AMU Student Engagement team

***Commuter Services:***

- Work closely with the Commuter Student Association and meet regularly with CSA President and board members
- Supervise Commuter Program Assistant and ensure the Commuter Lounge is clean and welcoming
- Serve as advisor for the CSA
- Help coordinate commuter events throughout the year
- Assist with the assessment and evaluation of commuter events and support services

***Other:***

- Present on DSA Marketing office services at all Student Org trainings and professional staff trainings
- Assist with the assessment and evaluation of DSA Marketing and the services it offers
- Opportunity for involvement in Association of College Unions International (ACUI) including potential local and national conference attendance
- Option to serve on various Division of Student Affairs committees throughout tenure

**Qualifications:**

- Currently enrolled (or acceptance for enrollment) into Marquette's Student Affairs in Higher Education master's program.
- Strong oral and written communication skills
- Strong project management skills
- Commitment to values compatible with and supportive of Marquette's mission as a culturally diverse, Catholic, Jesuit university.
- Experience working with students from a variety of cultural and ethnic backgrounds.
- Availability to work some nights and weekends when needed to ensure a quality student experience is an expectation for the position.

**Compensation:**

This is a 20-hour per week position. Compensation includes a 12-credit tuition scholarship and stipend of \$20,000. \*Stipend amount is subject to increase