

**Graduate Assistant for Marketing**  
**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 Belonging & Student Affairs Marketing office overseeing the project request process, managing social media, and supervising the 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 staff development, social media planning, assessment, 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 Belonging & Student Affairs (DBSA) Marketing Office:***

- Supervise the student graphic design assistants and DBSA Marketing Office student manager
- Coordinate printing and publicity requests submitted from Division of Belonging & Student Affairs departments, partners, and student organizations
- Develop and maintain client communication between DBSA Marketing office and campus
- Assign and monitor project progress with student design assistants to ensure requests are met per instruction and by set deadline
- 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 of project requests for assessment
- Manage all Alumni Memorial Union and Annex social media platforms, creating publicity plans, monitoring social media traffic, and interactions
- Meet weekly with the Assistant Director of the AMU and DBSA Marketing Office Student Manager
- Serve on AMU Student Engagement team

***Other:***

- Present on DBSA Marketing office services at student org trainings and professional staff trainings
- Assist with the assessment and evaluation of DBSA Marketing and the services it offers
- Opportunity for involvement in Association of College Unions International (ACUI) including potential regional and national conference attendance

**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