

Title:

Sport Management Graduate Assistantship in the Department of Movement Science

Terms:

Sport Management program obligation of 20 hours per week. Full-time class load effective Fall 2024. The stipend is \$8,000 per academic year (\$4,000 per semester) and a tuition waiver for up to 9 credits per semester, not to exceed 18 for the academic year (fall '24 and winter '25).

Responsibilities:

**I. Provide digital content and marketing (33.3%)**

- Lead day-to-day content and maintenance of website
- Develop a content calendar to ensure current and future students are aware of important dates, special events, and deadlines
- Ideation, creation, and execution of fresh and compelling content for all digital platforms
- Grow social media engagement using latest trends and best practices targeting current and future students
- Coordinate “Spotlights” to highlight Sport Management graduates
- Maintain a hub of information and serve as the voice of communication to current students
- Create Sport Management LinkedIn group and communication

**II. Program Promotion (33.3%)**

- Promote the program to prospective students by facilitating events on and off campus
- Assist with the planning, implementation and execution of special promotional activities and events

**III. Facilitate Student Club (33.3%)**

- Facilitate a vibrant and engaged club with consultation with the faculty advisor. Examples of a vibrant and engaged club include networking events with guest speakers, social gatherings, and fun events that promote a positive mix of community and learning.
- Assist in the coordination of student club trips, fundraisers, apparel orders, and other club functions
- Increase membership through active marketing

Qualifications:

The candidate should have excellent written and verbal communication skills and have experience in marketing, social media, journalism, sport management, or a related field.

Work Station:

The primary work location for this position will be in the Department of Movement Science located in the Kindschi Hall of Science on the Allendale campus. Periodic site visits throughout the region may also be required (reimbursed in accordance with University policy).

Orientation:

Prior to the beginning of the Fall 2024 semester, graduate assistant will meet with Sport Management faculty members and the Chair of the Movement Science Department for an orientation regarding the University and Department policies pertaining to the Graduate Assistants. In addition, they will attend the Graduate School's mandatory New GA Orientation on Friday, August 23, 2024, 3:00-4:00pm in Loosemore Auditorium on the Pew campus.

Supervision:

In addition to ongoing informal evaluation, the members of the Sport Management faculty and the Department Chair will provide written and face-to-face performance guidance and reviews of the Graduate Assistant midway through each semester and at the end of each semester. The Graduate Assistant's performance will be assessed in accordance with the responsibilities set forth previously. Each supervisor will individually rate the Graduate Assistant on his or her performance relative to the performance of responsibilities set forth at the time of hiring.

Selection Process:

The Graduate Assistant must be admitted to the Master of Science in Communication degree program at GVSU and in good academic standing as prerequisites for employment. Each applicant will be required to submit a current resume and a cover letter indicating his or her interest in, and qualifications for, the position. Resumes and cover letters should be submitted to [colesj@gvsu.edu](mailto:colesj@gvsu.edu) The two to three most qualified candidates will be asked to attend an interview. The recommendation of the Sport Management faculty members will be sent to the Department Chair.

Contact Information:

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