Title:
Graduate Resources and Marketing GA

Term:
This position is a full-time, twenty hours per week position, for the 2016-17 academic year (August 29, 2016 to April 29, 2017). This assistantship is open to full-time graduate students only. This assistantship includes a tuition waiver of 9 graduate credit hours and a stipend of $4,000 per semester for both the Fall 2016 and Winter 2017 semesters.

Responsibilities:
The Graduate Programs Resources and Marketing Graduate Assistant (GA), under the direction of the Dean of The Graduate School, will refine and implement marketing and communication tactics for each graduate program and contribute to an overall marketing plan for graduate education at GVSU (40%).

Duties include:
- creating electronic promotional materials for the web
- creating graduate program web pages for new graduate programs to make them informative and user friendly for both current and future students
- ensuring that a full range of information is readily available for each graduate program
- writing news features, such as graduate student and alumni accomplishments
- developing and editing department publications
- preparing searchable PDF documents for use as information packets

This GA will also assist with the promotion of TGS events, such as the Graduate Showcase, the 3-Minute Thesis Competition, and will attend recruitment events to help attract prospective students to GVSU. This will also include developing electronic marketing information and acting as a liaison to University Communications and Institutional Marketing (40%).

This GA will perform other duties as assigned, including support for Graduate Council (20%).

These responsibilities will enhance the graduate assistant’s academic experience by providing the student with an opportunity to develop research and data compiling skills. It is anticipated that this GA experience will allow the student to build stronger competencies in communication and deeper technical knowledge and skills.

Qualifications:
- Strong work ethic and commitment to excellence.
- Good interpersonal skills and ability to take direction.
- Exceptional writing, editing, grammar, and proofreading skills.
- Competence in website design, or ability to learn quickly.
- The ability to organize work time and manage projects.
- Strong ability to adapt communication styles to diverse populations.
Eligible Students:
- Full time graduate students – enrolled in minimum of 9 credit hours per semester.
- In good academic standing.

Work Station/Desk
- The GA will have a work station in The Graduate School. This work station may be shared with other GAs/student assistants in the office.

Orientation/Supervision:
Orientation will be held the first week of employment. An overview of the various graduate studies projects will be provided, along with discussion of the GVSU graduate assistantship policy, as well as expectations and responsibilities of the position. Supervision will be provided by The Graduate School Office Coordinator, the Dean of The Graduate School, and the Associate Dean of The Graduate School.

Contact Information:
Jennifer Palm, Office Coordinator
401 W Fulton St 318C DEV
Grand Rapids, MI 49504
Phone: 616-331-7105
Email: palmj@gvsu.edu

Selection Process:
Interested students should send a cover letter and resume to palmj@gvsu.edu. The Graduate School staff will review applications and contact those deemed most qualified for the position. Face-to-face interviews will be held with applicants whose skills, experience, and career aspirations best match the position.

***APPLICATIONS ARE DUE MONDAY, MAY 2, 2016***