

Graduate Assistant Job Posting

Employing Office	Division of Research
Job Title	Marketing and Communication
Type of Graduate Assistant Position (RAII, RAI, TI, TA)	RAII
Number of Vacancies for this Position	1
Hours per Week (per vacancy)	20
Term	Academic Year
Eligible Program Applicants (Applicants will preferably be from one of the following graduate programs)	<ul style="list-style-type: none"> o English (Masters) o Integrative Design o Media & Communication (Masters) o Graduate Studies in Business (Masters) o College Student Personnel o MBA/Strategic Communication o Programs within the School of Cultural and Critical Studies (Masters) o Public Administration Social Work Leadership Studies o Students pusing degrees in related fields will be considered
Qualifications/Preferred Skills	<ul style="list-style-type: none"> o Broad understanding of marketing and communications principles, with preferred experience in copy writing, graphic design, and/or social media content creation. o Effective writing and oral communication skills o Strong organizational and administrative skills o Ability to manage multiple projects and events o Well-organized and detail-oriented o Ability to work independently and in a collaborative team environment o Proficiency in digital media and content creation o Familiarity with design software such as Adobe Creative Suite, Microsoft Suite, Canva, Hubspot, Adobe AEM, and more. o Ability to complete other duties as assigned.
Position Description	<ul style="list-style-type: none"> o Coordinate marketing and communication (70% of time) Work with Director of Research Operation /Vice President for

- Research/AVP for Research & Innovation to coordinate marketing and communication efforts of the division.
- Design flyers, digital graphics, and other marketing materials using BGSU platforms in alignment with BGSU Marketing & Brand Strategy guidelines.
- Develop written copy and coordinate messaging to specific faculty/staff populations.
- Create and coordinate social media, website, and email content.
- Serve as liaison with BGSU Marketing & Brand Strategy when necessary.
- o Division Team Involvement (30% of time)
 - Weekly 1-on-1 meeting with Director of Operations
 - Regular staff meetings with Division staff

Application Process:

Applicants wishing to apply for this Graduate Assistant position must: 1) be admitted or accepted for admission as a full-time student in a graduate program at BGSU; and 2) remain in academic good standing to maintain the position.

Required application materials	Cover Letter with Resume
Send application materials to	npedraza@bgsu.edu
Application Due Date	Until filled
Number of Vacancies for this Position	1