

**Office of Residence Life
Marketing, Publicity/Operations
Graduate Assistant**

Position Title

Office of Residence Life Graduate Assistant for Marketing and Operations

General Description

This is a part-time position for full-time graduate students. The primary function of this position is to contribute to the creation of a comfortable community conducive to the academic success and personal development of undergraduate staff and/or students. The Graduate Assistant for Marketing and Operations is responsible for marketing and promotions of the Office of Residence Life programs, services and events. Additional responsibilities include assisting with assignments and operational activities.

Specific Responsibilities

- Develop a thorough knowledge and understanding of Office of Residence Life and assist in sharing this information with relevant stakeholders.
- Collaborate with other departments to share information about Office of Residence Life programs, services and events.
- Coordinate advertising needs with department staff for the upcoming year to determine timelines for promotional campaigns and publicity distribution.
- Foster a supportive and challenging multi-cultural environment through the use of publicity, social media, and other efforts.
- Create, monitor and maintain successful online marketing strategies resulting in greater traffic and interaction among students and residents on the Department of Residence Life website.
- Create, monitor and maintain new media/social media platforms to engage students and provide a higher level of information and service.
- Create, edit, manage and maintain departmental websites with frequent communication with housing personnel to capture information, photos and other materials for use as web content.
- Develop videos for the website, including concept development and scriptwriting, to promote living on campus to prospective and current students.
- Support, communicate, enforce and abide by all University and Department policies, procedures and regulations.
- Be knowledgeable of and prepared to implement emergency response and other life safety protocols as outlined by the department.
- Other duties as assigned by supervisor.

I. Administration and Operational Functions

- A. Supervisory Relationship
 1. Communicate to Coordinator for Administrative Operations on a regular basis with regard to assignment, roommate conflicts or related issues.
 2. Communicate critical or emergency concerns immediately.
- B. Operational Responsibilities
 1. Assist the central office in the administration of a comprehensive reception, service, and move-in operation for a residential area.

2. Promote the development of a welcoming and inclusive student-centered service operation.
 3. Support the mission and all policies and procedures of the department and the university.
- C. Facilities Responsibilities
1. Coordinate the dispersal of keys and check-in information to students. Report issues or maintenance needs of rooms and public areas to Facilities Management personnel and/or Assistant Director for Facility Operations. Follow up as needed.
- D. General Responsibilities
1. Attend regularly scheduled Residence Life staff meetings.
 2. Establish and maintain 20 weekly scheduled office hours during the day.*
 3. Perform other duties as assigned by the Coordinator for Administrative Operations, Associate Director for Facilities Operations or Director of Residence Life.

II. **Requirements & Compensation**

- A. Qualifications
1. Graduate GPA of 3.5 (from 9 graduate hours)
 2. Admitted to Southeast's graduate school and enrolled in a graduate course of study
 3. Interest in working with students of diverse educational, racial, ethnic, and cultural backgrounds.
- B. Tuition & Stipend provided
1. Tuition for 24 credits (9-fall, 9-spring, 6-summer)
 2. \$8,467.20 annual stipend
- C. Housing
1. Apartment in the residence hall (if desired)
- D. Meal Plan
1. 5-meal plan per week
- E. Other Benefits
1. Parking near your place of residence

*Schedule will be amended during opening and closing weeks and late night events.