



Graduate Assistant – Marketing

General Description:

The Graduate Assistant is responsible for the daily management of various aspects of the overall department's marketing. This includes the planning and implementation of facility and program promotion. The Graduate Assistant works with the marketing student employees to help programmers attract students to participate in Campus Recreation's facilities and six program areas. This includes the creation of digital and traditional media, marketing campaigns, sponsorships, and giveaways. Nighttime and weekend schedule may be required.

Job Duties:

Promotion:

- Oversee department's on-campus promotional efforts to include: on-campus postings; news articles, advertisements and calendar of events; website content management updates; facility bulletin boards; Quad Marquee; social media accounts; photo shoots; and video development.
- Ensure department complies with University's brand standards.
- Assist with the supervision of department general publications and program brochures.
- Create new marketing strategies for targeted groups to increase diversity in student participation and social integration.
- Coordinate and facilitate satellite promotional efforts including collaboration with other departments.
- Promote student awareness and retention efforts on campus such as New Student Orientation and Bobcat Days

Personnel Management:

- Recruit, hire, train, schedule, supervise, discipline, and evaluate promotional assistants, photographers, videographers, web designers, and graphic designers.
- Plan and conduct monthly staff meetings.
- Train staff in design layout computer programs, content management, social media, and large scale printing.
- Create/update staff forms, revise employee policy manuals and maintain personnel records.

Fiscal Management:

- Assist with income and expense budget proposals and annual reports.
- Monitor and approve student payroll.
- Maintain vendor contacts and solicit competitive pricing for t-shirts and merchandise.
- Track sponsorship budget.

Statistics and Evaluation:

- Gather data for comprehensive mid-year and end of the year participation reports.
- Maintain statistical information regarding promotional avenues of distribution.
- Evaluate marketing staff each semester via verbal and written evaluations. Track student wages, hours worked, and project deadlines.
- Assist with strategic plan development using researched and best practices.

Professional Development:

- Serve on departmental and divisional teams to represent Campus Recreation
- Participate in professional development at state, regional, and national levels as well as present at professional conferences and workshops
- Travel to other institutions to learn about and evaluate policies, procedures, challenges, and successes.

Required Qualifications:

- Bachelor's Degree in Mass Communication, Marketing, Advertising, Recreation Administration or related field.

- Student must be enrolled in nine graduate hours each long semester and maintain 3.0 GPA each semester.
- Pursue Texas State Master's degree in Mass Communication, Business Administration, Communication Studies, Communication Design, Marketing Research and Analysis, Recreation & Leisure Services, Student Affairs in Higher Education, or Interdisciplinary Studies.
- Word processing, spreadsheet, and desktop publishing computer skills.
- Evidence of effective written and interpersonal communication skills
- Strong leadership and organizational skills
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Preferred Qualifications:

- Digital content management
- Google Analytics certified

Terms of Employment:

- The GA position averages 20 hours per week
- The GA must be skilled in multi-tasking and available to work evenings and weekends
- The GA will participate in professional activities at the local, state, and regional level.
- Two-year appointment, 12 month appointments for first year.
- Salary: First year \$1,317.00

Selection Procedure:

This assistantship is open until filled. Review of application begins April 15, 2023. For more info, call 512-245-2392.

Please send a resume, cover letter, and three (3) professional references to:

Kristy Caldwell

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