

Graduate Assistant Job Description

Position Summary:

Title: Graduate Assistant

Hours per Week: 20 hours/week

Department: Student Engagement and Leadership

Location:

X	Portland
X	Gorham
	LAC
	Online/Distance

Duration:

X	Full Academic Year
	Fall Semester
	Spring Semester
	Summer Semester

Total Stipend: 9000

Monthly Stipend: 1000

Scholarship Amount: 6000 (in-state) / 6000 (out-of-state)

Supervisor Name: Christine O'Brian

Supervisor E-Mail: christine.obrian@maine.edu

Supervisor Phone: 780-5624

Position Details:

Statement of Job and Essential Functions:

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The marketing graduate assistant will provide support in all marketing aspects for the office of Student Engagement and Leadership including Recreation, WMPG, and Free Press assistance as needed. Taking photographs at events, updating and creating content for social media, and continuous website updates are key aspects of this position. Flexibility and accommodations can be added to improve experience.

Job Responsibilities:

Manage the department marketing strategy and implementation for all campus wide programs and events including developing, posting, and updating banners, flyers, CMS, Navigator Application, and all social media outlets.

Develop tools and methods for collecting data such as surveys, opinion polls or questionnaires through Google Suite and/or Husky Hub

Learn and implement the University of Southern Maine's branding guidelines and maintain those standards on website and external user platforms

Track and analyze engagement levels on SEAL website pages and social media platforms to identify students interests

Develop and manage all website content for the University of Southern Maine's external website, myUSM, and Husky Hub for Student Engagement & Leadership

Assist with the application CampusGroups and help manage the application.

Supervisory Responsibilities:

Assist with student workers as needed

Budget Responsibilities:

N/A

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Public and Professional Activities Related to Job Performance:

Maintain 20 hours per week, including a visible presence in the Office of Student Engagement & Leadership on the Portland and/or Gorham Campuses.

Oversee and update Student Engagement & Leadership event calendar, Student Affairs programmatic calendar and the University event calendar.

Coordinate and facilitate events within the Student Engagement & Leadership department (splitting the student engagement programming load with the Coordinator and other GA's throughout a given month).

Assist the Office of Student Engagement & Leadership Traditions such as Weeks of Welcome, Homecoming/Family & Friend Weekend, Husky Fest, Spring Fling Weekend, "Class of" Week, and other large campus-wide events.

Facilitate effective and clear communication regarding marketing, event planning, and other needs to the Assistant Director of Student Engagement & Leadership

Internal Contacts

Student Affairs

External Contacts

N/A

Knowledge, Skills, and Abilities:

Must be enrolled in coursework at the University of Southern Maine

Work flexible hours including nights and weekends

Self-motivated and able to work both autonomously as well as with a team

Effective verbal and written communication skills

Attention to detail

Reliable

Comfortable working with technology and social media (Instagram, Husky Hub, etc)

Open to learning different softwares

Proficiency with Microsoft Excel, Microsoft Word, Brightspace; knowledge of web page development is desirable

Proven problem solving skills

Uphold USM conduct code, and all S.E.A.L. policies

Required Qualifications:

Must be a full-time, degree-seeking student in a USM graduate program

Must be enrolled in 6 graduate credits each semester of assistantship

Maintain a GPA of at least 3.00. First semester graduate students must have an undergraduate GPA of at least 3.00.

Good financial standing with the University

Appreciation and commitment to diversity and inclusiveness

Excellent inter-personal and communication skills

Strong interpersonal and organization skills

Demonstrated ability to be self-motivated and to conduct oneself in a highly professional and ethical manner

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Proficiency with Microsoft Excel, Microsoft Word, Brightspace; knowledge of web page development is desirable

Experience with developing programs and community building

Preferred Qualifications:

Team player

Strong Communication Skills

Time Management

Familiarity with Marketing, specifically designing flyers and digital marketing

To Apply:

Submit your resume and cover letter via email to Christine O'Brian (christine.obrian@maine.edu).