

Graduate Assistantship Job Description

Position Summary:

Title: Graduate Assistant

Department: School of Business

Hours per Week: 10 hours/week

Location(s): Portland

Lab (if applicable): N/A

Duration: Fall 2026 semester, Spring 2027 semester

Anticipated Start Date: 9/1/2026

Total Stipend: \$6,000 for master's-level students / \$7,000 for doctoral-level students, paid biweekly

Tuition Waiver: up to 3 graduate credits per semester during each the Fall 2026 semester, Spring 2027 semester

Supervisor Name: Heidi Parker

Supervisor Email: heidi.m.parker@maine.edu

Supervisor Phone: 207-780-4313

*** Per [CBA, Art. 38, § 7](#), graduate workers who are on approved remote work arrangement may need to physically come to campus periodically to perform work or attend meetings. Check with the supervisor for any on-campus requirements.*

Other Information:

- The University offers a GA/TA/RA health benefit plan to USM graduate workers through Gallagher Health. Additionally, effective July 1, 2026, workers have access to dental and vision insurance options and voluntary retirement savings plans; USM will not cover these costs.
- Graduate workers are also eligible for resources through the UMS Employee Assistance Program (EAP).

Position Details:

Statement of Job:

Position Overview

The University of Southern Maine School of Business is seeking a creative, self-directed Graduate Marketing Graduate Assistant to support and enhance the school's marketing and communications efforts. This role is ideal for a graduate student with strong digital marketing and content creation skills who is excited to contribute both tactically and strategically.

The Graduate Assistant will play a key role in building a cohesive, engaging brand presence that reflects the School of Business and aligns with USM's broader identity, while helping to elevate the visibility of programs, people, and events.

Essential Functions:

Key Responsibilities

- **Content Creation & Social Media Management:**
 - Create, schedule, and post content across School of Business social media platforms (Facebook, Instagram, LinkedIn)
 - Develop and maintain a consistent social media content calendar
 - Produce engaging content (graphics, short-form video, stories, posts) highlighting students, faculty, programs, and events

The University of Maine System is an equal opportunity institution committed to nondiscrimination.

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- Tailor messaging to key audiences including prospective students, current students, alumni, and community partners
- **Marketing Materials & Communications:**
 - Design and update marketing and communication materials, including:
 - Digital video board content
 - Newsletters and email communications
 - Event flyers and promotional materials
 - Program one-pagers
 - Events calendar updates
- **Campaigns, Events & Brand Alignment:**
 - Support marketing campaigns tied to admissions cycles, program launches, and signature events
 - Promote School of Business events and initiatives across channels
 - Ensure all materials align with USM brand guidelines while contributing to the development of a distinctive School of Business brand identity
 - Serve as a steward of brand voice, tone, and visual consistency
- **Analytics & Continuous Improvement:**
 - Track and analyze engagement metrics across social media and marketing efforts
 - Prepare brief reports summarizing performance, trends, and insights
 - Provide recommendations to improve reach, engagement, and effectiveness
 - Identify and test new content ideas, formats, and platforms
- **Collaboration & Content Development:**
 - Coordinate with faculty and staff to identify and develop content from classrooms, student experiences, research, and events
 - Capture content (photo/video) at events when appropriate
 - Contribute ideas for storytelling and campaigns that highlight the School's impact

Success in This Role

- **Success will be demonstrated through:**
 - Consistent, high-quality content and reliable posting cadence
 - Growth in social media engagement and audience reach
 - Effective promotion of events and initiatives
 - Strong, on-brand marketing materials
 - Thoughtful, actionable recommendations that improve marketing performance
- **What You'll Gain**
 - Hands-on experience managing a multi-channel marketing presence
 - Opportunity to contribute to brand-building for a growing School of Business
 - Portfolio-ready work across digital, print, and campaign marketing
 - Experience using analytics to inform marketing decisions
 - Collaboration with faculty, leadership, and campus partners

Supervisory Responsibilities:

N/A

Budget Responsibilities:

N/A

Public and Professional Activities Related to Job Performance:

See Essential Functions

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Internal Contacts:

Heidi Parker; Brie Williams

External Contacts:

N/A

Knowledge, Skills, and Abilities:

See Qualifications

Required Qualifications:

- Current graduate student (marketing, communications, or related field preferred)
- Strong content creation skills (writing, visual design, and/or video)
- Familiarity with social media platforms (Facebook, Instagram, LinkedIn) and best practices
- Proficiency in tools such as Canva, Adobe Creative Suite, or similar
- Basic understanding of social media analytics and performance metrics
- Highly organized with the ability to manage multiple projects and deadlines
- Self-motivated and able to work independently
- Strong communication and collaboration skills
- Must not be a non-student University of Maine System employee.
- The use of a personal computer or laptop IS required for this position. Note: designated [on-campus computer lab workstations](#) are available on a first come, first served basis.

Preferred Qualifications:

- Experience managing social media accounts for an organization or brand
- Familiarity with social media scheduling or analytics tools (e.g., Meta Business Suite, Hootsuite, Buffer)
- Experience with email marketing or newsletter platforms
- Interest in higher education marketing, branding, or student engagement
- Suggested academic programs: Digital Marketing Analytics, Communications, or related fields preferred

This position shall be covered by the University of Maine System and University of Maine Graduate Workers Union Collective Bargaining Agreement.

To Apply:

Submit your application, including your resume and cover letter, via the [Graduate Assistant Application form linked here](#) by 8/14/2026. In your cover letter, include a self-assessment about how this position relates to your academic program and professional aspirations. Candidates should receive notice of employment decisions by 8/31/2026.

Please direct any questions specific to this position to the supervisor at heidi.m.parker@maine.edu or 207-780-4313. For general questions about the GA program, or the Graduate Assistant Application form, reach out to the Office of Graduate Studies, usmgradstudies@maine.edu or 207-780-4872.