

CENTER FOR CAMPUS LIFE GRADUATE ASSISTANT – MARKETING & COMMUNICATION

General Responsibilities

The Graduate Assistant for Marketing and Communication is a graduate student (pre-professional) position within the Center for Campus Life. Provides assistance with marketing, promotions and programming. Assists in surveying, implementation, and assessment of marketing efforts. This position offers opportunities for creativity and innovation in the development of strategies to promote programs, services and facilities of the Center for Campus Life.

Major Responsibilities

1. Create and design promotions across various media
 - Complete daily updates to the AOL Instant Messenger profile.
 - Complete daily updates to the RIT Events Calendar.
 - Draft weekly events email for distribution to all students.
 - Develop and coordinate distribution of weekly paper advertisement.
 - Solicit ideas and oversee design of weekly Reporter Magazine advertisement.
 - Oversee the development, printing and distribution of the CCL Quarterly Calendar.
2. Co supervision of Center for Campus Life Staff Artists
 - Interview, train, and evaluate four Staff Artists.
 - Respond to daily questions from staff artists.
 - Recommend software upgrades for Macintosh computer.
3. Conduct marketing research
 - Develop marketing plan to promote, enhance and cultivate interest in programs, services and facilities offered by the Center for Campus Life.
 - Develop and administer surveys and assessments for department programs and facilities.
 - Ensure proper dissemination of survey results to appropriate constituents.
 - Complete regular benchmarking of competitor schools student activities programs and initiatives.
 - Assist with the planning of marketing needs for upcoming year to determine timelines for promotional campaigns and publicity distribution.
4. Assist with development of the student training programs and appreciation initiative, to unify and enhance the leadership of student employees and student leaders of the Center for Campus Life.

5. Coordinate Campus Life presence at Informational Sessions including Admissions Open House, Transfer Days, Orientation and Move In.
 - Assist in developing a stronger presence on the academic and residential sides of campus for the Department.
 - Develop strategies to reach out to first year, apartment and commuters students.
6. Completes periodic intake hours for Event Registration (EVR).
7. Assist in the planning and implementation of Center for Campus Life and other special events to enhance student involvement and foster tradition.
8. Provide mandatory coverage during Center for Campus Life events including Brick City Festival, Spring Festival and Senior Night (this will include evening and weekend hours).
9. Other responsibilities and projects as assigned. 20 hours per week; some non-traditional hours. Training begins August 22, 2005.

Compensation

Stipend for nine month position to be determined.

Reporting Relationship

The Graduate Assistant for Marketing and Communication reports to the Assistant Director for Student Services.

Application Procedure

Submit cover letter, resume, and names/phone numbers of three references to:

Graduate Assistance Selection Committee
RIT Center for Campus Life
34 Lomb Memorial Drive
Rochester, NY 14623-5603
(585) 475-7058