

## 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, programming, and design. Assists in surveying, implementation, and assessment of marketing efforts as needed. This position offers opportunities for creativity and innovation in the development of strategies to promote events, services and facilities of the Center for Campus Life. Knowledge of Adobe Illustrator, Photoshop, InDesign, Dream Weaver, Flash, AS 3, and After Effects is helpful but not required.

### Major Responsibilities

1. Create and design promotions across various media
  - Complete daily updates to the AOL Instant Messenger profile.
  - Draft weekly events email for distribution to all students.
  - Develop weekly Reporter Magazine advertisement.
  - Supervise the development, printing and distribution of the CCL Quarterly Calendar.
  - Coordinate content for the LCD screen in the SAU Lobby.
  - Manage photo content for CCL website.
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.
  - 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. Coordinate Campus Life materials 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.

5. Assist in the planning and implementation of Center for Campus Life and other special events to enhance student involvement and foster tradition.
6. Possibly provide coverage during Center for Campus Life events including late night programming, Brick City Homecoming, Spring Festival, Senior Night, and Imagine RIT.
7. Other responsibilities and projects as assigned. 20 hours per week.

**Compensation**

\$11.98/hour for 20 hours each week

**Reporting Relationship**

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

**Application Procedure**

Please apply for this position online: <http://campuslife.rit.edu/garecruiting/candidates/add>

**Questions:** Contact the Center for Campus Life at (585) 475-7058