Job Description:
The Graduate Assistants (GA) will work collaboratively with the Center for Orientation and Transition Team and university partners to plan, develop, and implement orientation programs for freshmen, transfer students, and their families.

As a result of this hands-on, intense and rewarding experience, the GAs will understand the big picture and will play a key role behind the scenes in planning and implementing orientation programs. The Marketing GA will have working knowledge of university communication to incoming families and students and understand programmatic logistics. The GAs will join an office of three full-time dynamic and motivated professionals who work with multiple university committees throughout the year. The Marketing GA will be viewed and incorporated as a professional staff member and will be supervised by the Assistant Director.

The GAs will play an active part in achieving the department’s mission and vision:

Vision: We pioneer innovative programs and new initiatives that lead to seamless transition to RIT for every student. Our cutting edge leadership, marketing and resources help us serve as trendsetters in our region.

Mission: We create experiences that ensure the successful transition of new students and their families. To achieve this, we:

- Provide comprehensive orientation and retention programs
- Collaborate with university and community partners
- Empower students to play an active role in all department initiatives
- Advocate for the needs of all new students and their families
- Connect new students to academic, cultural and social resources that contribute to their holistic wellness

Responsibilities will vary based on tasks that need to be accomplished and the interests of the GA for Marketing, but may include:

- Create, design, and edit marketing projects such as flyers, postcards, and newsletters for projects including DiscoveRIT, the Transfer Series, New Student Orientation, Family programs, and Senior programs
- Assist with the management of university wide communications to incoming students from May 1 – September 1.
- Support for production/design of departmental publications and website (including the New Student Survival Guide and Family Calendar and Handbook)
- Assist with the management of social media (Facebook, Twitter, Instagram, etc.) for the department
- Assist with the coordination of Spring Orientation, DiscoveRIT pre-orientation programs, Orientation Resource Fair, Senior Experience Programming, staff recruitment and selection, and other departmental initiatives
- Assist with office management during New Student Orientation; including scheduling, inventory, office organization, other administrative tasks as necessary
- Other as needed tasks and projects

Qualifications and Experience:
Applicants should be proficient with the Microsoft Office Suite and the Adobe Creative Suite. Desirable qualities include: website design, hard-working, self-motivated, solid ethical decision making skills and the ability to think quickly and critically, adaptable to change, flexible, sense of humor, clear and concise communication skills, solid organizational skills, energy and stamina for the long hours that Orientation requires, respect for diversity including Deaf culture. Applicants must be willing to learn basic sign language (tools will be provided). The sincere desire to make a difference in the lives of new students and families is at the core of everything we do.

Remuneration:
$12.75 per hour and $200 per semester in RIT Debit.

Terms of Employment:
September, 2015 – May, 2016 (start and end dates flexible with the potential to start May 2015 and extend to August 2016); Evenings and weekends may be required. Approximately 20 hours per week.

Contact:
Hannah Ramsey
Assistant Director, Center for Orientation & Transition
hannah.ramsey@rit.edu | 585-475-7305