Position Title: Graduate Assistant for Marketing & Design

Department: Center for Campus Life

Position Description: The Graduate Assistant for Marketing and Design is a graduate student position within the campus programs team for the Center for Campus Life. This position provides assistance with design, promotions and programming for Campus Life, as well as 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 in the Center for Campus Life.

Qualifications:
• Bachelor’s degree required
• Enrollment in a graduate program at RIT or surrounding colleges/universities
• Ability to work independently and interdependently
• Strong oral and written communication skills
• Creative problem-solving skills/ability to think on your feet
• Knowledge of Adobe Illustrator, Photoshop and In-Design is required
• Strong skills in graphic design and/or new media design

Terms for Employment:
• 20 office hours per week
• Hours will be determined in conjunction with the Associate Director
• One day of training from the Center for Campus Life prior to the start of the academic year (in August)
  o All graduate assistants employed by the Center for Campus Life must attend the training
• Nine (9) month position from August 2017 to May 2018
• Renewable on an annual basis by mutual consent
• Note – those students from schools other than RIT are only eligible for graduate assistantships for one academic year
• Hourly wages of $13.50

Duties and Responsibilities:
• Create and design promotions across various media: Develop and coordinate advertisements and marketing materials for the Center for Campus Life and other partner departments within Student Affairs.
• Coordinate content for LCD screens in the SAU Lobby, Campus Center Lobby, and Club Center. Work with the Digital Content Manager to promote campus events through the Campus Life website and Campus Life social media platforms.
• Co-supervision of the Center for Campus Life Marketing & Design student staff: Oversee incoming art.
requests and coordinate staff assignment. Provide feedback and direction to staff on assignments. Communicate with students and staff regarding art requests. Monitor supplies and work with vendors to replenish.

- Assist with Campus Life projects and programming: Assist with the development of marketing plans to promote, enhance, and cultivate interest in programs, services and facilities offered by the Center for Campus Life. Attend and provide support for department events including, but not limited to, FreezeFest and Open Houses and bi-weekly staff meetings.

**Learning Outcomes:**

- Demonstrate the ability to analyze a problem and devise a solution in a group.
- Demonstrate the ability to research, analyze, and reason from evidence to reach an effective conclusion or outcome.
- Employ ethical values that guide practices and professional standards in order to become responsible civic-minded professionals.
- Communicate appropriately and effectively within various organizational contexts including verbal and written platforms.
- Investigate their ethical responsibilities to their community, society, discipline, and profession based on various perspectives and associated standards.
- Classify the role they play within a group.
- Identify the group’s common purpose, including aims, values and vision.

**CAS Domains:**

- Cognitive Complexity
- Practical Competence
- Interpersonal Competence

**Application Process:**
Submit application, cover letter, and resume online here. Priority deadline is March 27, 2017 at 9:00 a.m.

Applications will be reviewed until the position is filled.

In-person interviews are strongly preferred; however, telephone/videophone/SKYPE interviews may be scheduled for those candidates who cannot travel to RIT.

The Center for Campus Life will be conducting its graduate assistant interviews starting the week of March 27, 2017. Qualified candidates will be contacted by Campus Life to schedule an interview.

If you have any questions about the graduate assistant position or the application process, please contact:

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Center for Campus Life
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