



### **COMMUNICATIONS & MARKETING GRADUATE ASSISTANT**

Student Affairs Communications and Marketing tells the story of the Auburn student experience by maximizing the awareness and utilization of services, programs, events, facilities and support provided to our students.

#### **Qualifications**

- Current or entering full-time graduate student at Auburn University with professional or academic experience in communications, journalism, public relations or marketing
- Strong writing and proofreading skills (AP style knowledge is a plus)
- Familiarity with Adobe Creative Suite (InDesign, Illustrator, Photoshop/Lightroom)
- Familiarity with social media best practices and emerging trends
- Excellent organizational skills and attention to detail
- Exceptional written, verbal and interpersonal communication skills
- Ability to work independently, follow up on assignments and take initiative on projects
- Ability to manage multiple projects with varying deadlines and priorities

#### **Responsibilities**

- Curate, proof and edit written content for publication in print materials and online
- Assist in the ideation, creation and execution of marketing materials and communication strategies
- Develop social media content and use scheduling platforms to publish content
- Contribute to the curation, production and distribution of the monthly Student Affairs newsletter
- Serve as a liaison between department and division colleagues as needed
- Help department colleagues refine systems for producing division-wide communications and marketing materials
- Establish a stock photo collection and help organize and plan photo shoots seasonally
- Provide event support as needed
- Other duties as the need arises or interest is expressed; some night and weekend work may be required

#### **Expectations**

- Ability to work 20 hours a week, including some nights and weekends as needed