

INVOLVEMENT

NOW HIRING: GRADUATE ASSISTANT, COMMUNICATIONS AND MARKETING

THE POSITION

The Communication and Marketing branch of Student Involvement serves the office and all **17 Student Activity Organizations (SAOs)** within the six portfolios through graphic design, event and initiative promotion, marketing, and PR, as well as photography and videography services.

This Graduate Assistant will have the opportunity to work with Student Involvement staff, student leaders, and campus partners on a variety of office-wide programs and initiatives. This position will report to the Communications and Marketing Specialist.

General Duties (including, but not limited to the following):

- Develop and execute communication and/or marketing plans to promote the vision, mission, goals, and achievements of Student Involvement;
- Evaluate effectiveness of OSI's current communications, public relations, and marketing programs by providing feedback and ideas on how to improve and elevate current methods;
- Maintain files, databases, and electronic records of materials;
- Assist in the coordination and creation of marketing and communication calendars, production schedules and deadlines;
- Collaborate with student leaders, graduate students, and coordinators to create and execute relevant content that meets the marketing needs of SAOs;
- Directly oversee student staff of photographers and videographers;
- Other duties as assigned.

Specific Tasks Include (but are not limited to):

Promotion

- Review OSI Main Calendar weekly for events to be featured
- Write, review, and edit media announcements and press releases

Social Media:

- Plan, develop, implement, and manage social media campaign strategies across multiple platforms
- Partner with SAOs to produce (and post) content that resonates with audiences
- Monitor @AUinvolve social media accounts and website to serve as a 'check and balance' as well as engage with appropriate posts (liking, sharing, commenting, etc.)

Photography/Videography

- Actively build a portfolio of images and videos that can be used for marketing purposes including brochures, flyers, annual reports, Involvement Awards, etc.
- Coordinate photographers and videographers for events as needed and maintain the OSI BOX folders with pictures and videos

ABOUT STUDENT INVOLVEMENT

450+
organizations
on *AUinvolve*
18,000+
students
involved
in at least
one organization

SIX
portfolios
including:
Emerge Leadership
programs
Student Governance
Student Media
Student Organizations
Student Programming
Service Programs



ABOUT STUDENT INVOLVEMENT

The mission of Student Involvement is to provide experiential learning opportunities that engage, educate, and empower students through an inclusive and equitable environment. We strive to fulfill our mission through programs, services, events, and learning experiences that cultivate community, develop engaged leaders, strengthen students' connection to Auburn, and enhance their success.



STUDENT INVOLVEMENT

**FOR MORE INFORMATION
ABOUT STUDENT INVOLVEMENT,
VISIT AUBURN.EDU/INVOLVE**

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The minimum qualifications are as follows:

- Bachelor's degree;
- All candidates must be either current Auburn University graduate students, *OR* will be enrolled for the upcoming academic year. Proof of acceptance or class schedule may be required;
- Excellent written and oral communications skills;
- Strong interpersonal skills that would allow for frequent and comfortable conversations with administrators, staff, faculty, and students;
- Organizational skills and the ability to prioritize and handle multiple tasks;
- Desire to work with students and assist in their growth and development;
- Completion of a successful background check.

The additional, desired qualifications are as follows:

- An undergraduate degree in Marketing, Public Relations, Communication, Art, Media Studies, or a related field;
- Prior experience as a social media manager with demonstrated success in growing an audience reach and engagement;
- Impeccable written communication skills;
- Ability to manage several projects simultaneously;
- Skills in Adobe Creative Suite, Air Table, Qualtrics, and MailChimp;
- Prior experience as a student leader in a college setting.

