Graduate Assistant of Communications & Marketing  
Position Description  
2018-2019  

10-MONTH DOCTORAL POSITION BEGINNING AUGUST 1, 2018  

This assistantship will serve in a split-assignment with 50% time working with Recreational Sports and 50% time working with the Office of the Vice President for Student Affairs.

RECREATIONAL SPORTS RESPONSIBILITIES: (50%)

• Assists Public Relations Coordinator with organizing and meeting the specific marketing needs of seven areas within Recreational Sports as well as overall general promotion of the department.
• Assists the Public Relations Coordinator with creating, administering, implementing, communicating a comprehensive customer communications plan for the department inclusive of goals, financial objectives, and evaluation strategies.
• Creates draft versions of press releases, print publications, articles, mass member communications, etc. for review by the Public Relations Coordinator.
• Manages digital signage content and scheduling and assist with the project to expand signage throughout the Ramsey Student Center.
• Assists the Associate Director for Programs with data collection and analysis in order to development strategic assessment strategies.
• Serves as the lead in organizing a focus group to help develop or improve services and processes.
• Assists in the planning, promoting and execution of the department’s special events and initiatives.
• Works on special projects as they are assigned by the Director or other members of the Director’s team.
• Works cooperatively with other Rec Sports Staff Members and assist with departmental special events as needed.
• Performs other duties as assigned.

STUDENT AFFAIRS COMMUNICATIONS & MARKETING INITIATIVES RESPONSIBILITIES: (50%)

Essential Functions

• Works with the director of Student Affairs communications and marketing initiatives to implement initiatives that inform the public and campus community of Student Affairs’ news and programs.
• Writes, edits and proofreads editorial and marketing copy content for various projects, including but not limited to UGA and Student Affairs publications, web, video scripts, social media accounts, email newsletters and printed other communications materials.
• Writes original news and features stories about people, programs and events; writes profiles and news briefs about faculty, staff, students and alumni. Writes captions and cutlines for various publications and materials. Also writes copy for brochures, marketing materials, speeches, etc.
• Meets with stakeholders and conducts research to compile information for assignments. Engages with UGA faculty, staff, students and alumni to generate ideas and interest.
• Conducts extensive online and personal research, prepares questions for and conducts interviews.
• Edits and proofreads copy; revises submitted copy and stories.
• Attends events and meetings (Student Affairs and student organization events)
• Prepares marketing media as required to promote the division.

**Associated Responsibilities**
• Develops rapport with public affairs division and campus marketing and communications staffers.
• Assists the director of communications and marketing initiatives with administration of student affairs social media tools.
• Implements student affairs branding strategy throughout communications
• Maintains working knowledge of student affairs’ mission, strategic plan, annual reports, goals and objectives.
• Assists with the marketing of the division’s development and fundraising initiatives.
• Creates reports, letters, papers and other written documents for the vice president and others.
• Works with others to plan and coordinate select events for the vice president and for the division, especially online publicity and registration and on-site audio/visual aspects.
• Performs other duties as assigned by the vice president/assistant vice president for student engagement/director of communications and marketing initiatives.

**QUALIFICATIONS:**
• Bachelor’s degree and preferably two years relevant work experience.
• Strong leadership skills, oral/written skills and interpersonal skills.
• Accepted to a graduate or doctoral program at The University of Georgia.
• Polished writing skills. Ability to craft effective headlines/subject lines. Familiarity with Associated Press style.
• Understanding of integrated marketing communications tactics. Strong marketing skills.
• Advanced knowledge of social media, and SEO and marketing analytics tactics.
• Strong interpersonal skills and the ability to manage several projects simultaneously.

Please be aware that offers for assistantship positions are contingent upon acceptance into the University Graduate School and the specific degree program you are applying for. Varying deadlines exist for all applications and it is the responsibility of the applicant to beware of these and apply accordingly.