

## **Graduate Assistant, Marketing and Outreach**

### **About the Dean of Students Office**

We empower global citizens who are ready to make a positive impact in the world. We set the standard for a dynamic campus community by creating a caring and inclusive learning environment and providing programs, services and resources that challenge and support the students, parents/families, staff, and faculty of The University of Arizona.

The Dean of Students Office consists of the following units that provide the campus community with a diverse and broad range of programming and services: Student Accountability (Student Code of Conduct and Code of Academic Integrity), Student Assistance, Fraternity and Sorority Programs, Student Governance (Associated Students of the University of Arizona and the Graduate and Professional Student Council), Parent and Family Association, VETS Center, African American Student Affairs, Asian Pacific American Student Affairs, Guerrero Student Center, Native American Student Affairs, LGBTQ Affairs, and the Women's Resource Center.

### **Position Summary**

The Graduate Assistant, Marketing and Outreach, creates and implements education and outreach efforts, targeting students, staff and faculty, with the goal of maintaining the visibility of the Dean of Students Office within the campus community. The position is an academic year appointment at 20 hours per week with some evening and weekend commitments, and (possibly) the opportunity for summer employment. Reporting to the Associate Dean of Students, the Graduate Assistant serves as a member of the Dean of Students Office team, participating in staff meetings, trainings, and development opportunities.

### **Duties and Responsibilities**

Duties and responsibilities include, but are not limited to:

- Enhances the visibility of the Dean of Students office through creative promotion, marketing, and outreach.
- Spearheads the creation of interactive and accessible trainings and workshops to expand the reach and convenience of services and education.
- Assists with special projects in the Dean of Students Office including but not limited to research, assessment, benchmarking, and best practices.
- Assists with general marketing responsibilities for the Dean of Students office including but not limited to website maintenance, and the production of marketing, presentations, and workshop materials.

### **Minimum Qualifications:**

- An earned Bachelor's degree.
- Must be admitted and enrolled in a graduate program at The University of Arizona;
- Enrolled for a minimum of 6 units of graduate credit while classes are in session
- Maintain a 3.00 cumulative GPA for all UA graduate credit courses



- Previous experience designing marketing materials
- Strong organizational skills, time management and the ability to work independently

**Preferred Qualifications:**

- Familiarity with the Adobe Creative Suite
- Strong photography and photo editing skills
- Previous experience planning multi-media education and outreach campaigns
- Knowledge of online/digital learning modalities including D2L, Panopto, and Articulate Storyline

**Compensation:** Academic year appointment of \$26,471 (prorated at .50 FTE for an actual salary of **\$13,236**). Wages are paid through the University of Arizona payroll system which generates a paycheck every two weeks.

**Benefits (full details for GA Benefits can be found in the [GA Manual through the Graduate College](#)):**

- Tuition Remission (amount dependent on FTE and enrollment)
- Individual Student Health Insurance
- Professional Development Funds
- Bookstore Discount (on select items)
- Family and Medical Leave
- GA Parental Leave
- Deferment Plan

**Desired Start Date:** August 2017

**Approximate Hours:** 20 per week

**Submit cover letter and résumé (portfolio of work welcome) to:**

Chrissy Lieberman, Associate Dean of Students

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