Career Services Graduate Assistant (Marketing & Communication)

PROGRAM OVERVIEW
Career Services is a department within the Division of Student Affairs at East Carolina University. Our mission is to support and empower students in their career development to succeed as professionals in a global community.

THE UNIVERSITY
East Carolina University is a constituent institution of the University of North Carolina System and has an enrollment of over 29,000 students, making it North Carolina’s fourth largest institution of higher learning. The main campus is adjacent to uptown Greenville, NC, a city of over 70,000 people. Greenville is the hub of the eastern North Carolina coastal plains and a business, medical, and educational center. It is 80 miles east of Raleigh, the state capital, accessible by highway and nearby airports, and within easy driving distance of coastal resorts.

REQUIREMENTS FOR CANDIDACY
Applicants should possess a bachelor’s degree and admission (or anticipated admission) in an accredited degree-granting graduate program at East Carolina University. Additionally, all applicants should be in good conduct and behavioral standing with East Carolina University, as well as with local, state, and federal laws. Qualified applicants should exhibit excellent oral and written communication skills, possess knowledge of teamwork, leadership, time and stress management, planning/organizing, problem solving, crisis management, mediation and conflict resolution, diverse cultural appreciation, and helping skills. While it is preferred that the applicant has experience related to Communications, Public Relations, Graphic Design, Business Marketing, Videography and Event Planning/Management, it is not a requirement.

PREFERRED QUALIFICATIONS
The ideal applicants will possess experiences, education and knowledge in the following:

- Undergraduate degree in Communication, Public Relations, Marketing, Media Studies or related
- Knowledge of Microsoft Office software (Word, PowerPoint, Outlook, Excel, Access and Publisher), Internet/online research applications and general communication technology (email, phone, etc.), Adobe Photoshop, Windows Movie Maker, Final Cut Pro.
- Experience with social media management and analytics, including Facebook, Instagram, Twitter, LinkedIn, YouTube and any social media management tools, preferably HooteSuite.

SCOPE OF POSITION
Provide administrative and strategic support for the goals and objectives of Career Services. Provide support in all marketing of events, services and resources for the department. Represent Career Services at university-sponsored events and assists in the planning and coordination of marketing events, activities, and programs. Create, maintain, and organize all social media content, reporting on activity, researching and developing current content, and actively investigating ways to increase user involvement. This position will also work on special projects and events to promote the department, including video productions, email drafting and other duties as assigned.

As a result of this Graduate Assistant position, students will have the opportunity to gain the following core competencies based on the ACPA/NASPA Professional Competency Areas for Student Affairs Practitioners:

- **Technology**: Includes the knowledge, skills, and dispositions that lead to the generation of digital literacy and digital citizenship within communities of students, student affairs professionals, faculty members, and colleges and universities.
- **Equity, Diversity & Inclusions**: Includes the knowledge, skills, and attitudes needed to create learning environments that are enriched with diverse views and people. It is also designed to create an institutional ethos that accepts and celebrates differences among people, helping to free them of any misconceptions and prejudices.

RESPONSIBILITIES

- Accomplish marketing objectives by planning, developing, implementing, and evaluating advertising and promotional programs, develops action plans with strategic target dates to maximize marketing efforts
- Collaborate with Creative Services and New Services university departments to create video, print, and digital content
- Improve department marketability through research, identification and capitalization on market opportunities; coordinates new development efforts
- Assist Career Services staff during marketing events, including tabling and resource fairs
- Create new marketing materials and content for website, emails, and other medians as assigned
- Maintain social media content for Instagram, Facebook, Twitter, and LinkedIn, utilizing social media management tools
- Research and develop new content for social media outlets using online, verifiable resources, increasing social media users through uniquely developed campaigns and targeted marketing
- Create and edit email drafts for all special target population emails
- Maintain records of activities and collaborate effectively with Student Affairs Marketing team members
DATES OF EMPLOYMENT & COMPENSATION

- Work 20 hours per week
- Salary is up to $5,000 per academic year (pro-rated based on start date)

APPLICATION PROCESS

Email a PDF version of your cover letter, resume, and list of three references including name, phone number and email address to Patrick Roberts, robertsp@ecu.edu.