SAO Marketing Graduate Assistant

PROGRAM OVERVIEW
CAS describes the contemporary purpose of Campus Activities offices and programming as “the combined efforts of clubs and organizations established for and/or by students to serve to educate, develop, or entertain the campus community” (CAS, 2012, pg. 92). Campus Activities Program (CAP) programming should then “enhance the retention and graduation of students and strengthen campus and community relations” (CAS, 2012, pg. 94).

We have adapted these statements to provide a clear and concise vision and purpose for student activities programming at East Carolina University, summarized best by our three ‘E’s – Educate, Engagement, and Entertainment – and embedded three key learning outcomes into our office and all programming.

“We will contribute to the holistic student experience through student development and involvement. We will: EDUCATE, ENGAGE, AND ENTERTAIN.”

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
We seek candidates who are graduate degree seeking students in the College of Business or School of Art and Design who are Marketing, Public Relations, Communications, or Graphic Design majors or related field who are meet the following:

Required Qualifications:
- Enrollment as a full-time graduate student at East Carolina University
- Continued enrollment of a 3.0 GPA or higher
- Bachelor’s Degree from an accredited college or university
- Excellent Written and Oral Communication
- Intermediate Skills in Microsoft Word, Excel, and PowerPoint
- Flexible schedule to work nights and weekends, totaling 20 hours per week during the academic semesters.

Preferred Qualifications:
- Past participation or leadership experience in Student Organizations
- Demonstrated experience using Adobe Creative Suite 6 or higher.
- Experience in website management and design.
- Experience in in public relations, marketing, or communications.

SCOPE OF POSITION
The position entails a mix of administrative tasks, assisting in the supervision of student employees, working with registered Student Organization, assisting with major events, and implementing effective marketing plans for SAO and SIL.

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:

- Personal Foundations
- Human and Organizational Resources

RESPONSIBILITIES
Responsibilities of the position are:

- Assist in the training and supervision of four student graphic designers;
- Oversee marketing requests from 460+ student organizations and requests from the departments in Student Involvement and Leadership;
- Provide general marketing guidance and strategy to student organizations through one-on-one appointments;
- Actively work with the marketing street team to use best social media practices and generally promote the office;
- Other duties as assigned by the Director of Student Activities and Organizations.
DATES OF EMPLOYMENT & COMPENSATION

- Expected work dates are August 15, 2019 – December 13, 2019 and January 6, 2020 – May 8, 2020
- Stipend of $9,427 for 9 months.
- $12,573 total scholarship awarded each semester of employment based on meeting the GPA requirement.

APPLICATION PROCESS
Apply for this position via the website www.ecu.edu/SAgarp. Along with the electronic application, prepare to upload a cover letter, updated resume, and list of three references including name, phone number and email address. For additional information about this specific Graduate Assistantship, contact Justin Janak at (252) 328-5734 or janakj@ecu.edu.