



Marketing & Operations Graduate Assistantship

Job Description

The Graduate Assistant for Marketing & Operations is a twelve-month assistantship with the Office of Housing and Residence Life. Reporting to the Associate Director of Housing, Graduate Assistant provides administrative support in a central office setting. The Graduate Assistant works with the AD of Housing in supervision of the marketing student assistants, updating the department's social media, performing walkthroughs and inspections of all residential facilities, and being a key role in the department's communication efforts. The GA also works with central office staff in delivering excellent customer service, developing student friendly procedures and maintains office hours (19 hours per week) in the central office

Skills and Qualifications

Bachelor's degree is required with some experience in maintenance, customer service, project management, and data entry. Graduate Assistants must be accepted to the Valdosta State University Graduate School and be enrolled full time. Preference is given to students enrolled in academic programs that will support a two-year commitment to the Housing Program at VSU.

Candidates must be in pursuit of a Valdosta State University Graduate degree. Experience in Housing & Residence Life or Student Affairs, a willingness and desire to learn, effective communication skills, the ability to manage multiple and simultaneous responsibilities and to prioritize scheduling of work. Candidate must possess the ability to work independently, exercise creativity, be attentive to detail, and maintain a positive attitude. Candidate must be in Good academic standing with a cumulative and semester grade point average of 3.0 or greater. Contract is renewable on an annual appointment.

Remuneration

The GA for Residential Education position includes a tuition waiver scholarship, \$7,000 stipend, an optional fully furnished apartment (with additional duties required), pet policy and domestic partnership opportunities available (with a valid and approved background check).

Please note, that Housing and Residence Life Graduate Assistants are asked to report on or around July 5th, but are not paid until the end of August.

Marketing/PR Responsibilities

- Under supervision of the AD of Housing, assists in supervision of the marketing/public relations student assistants
- Under the direction of the AD of Housing, coordinate and maintain the departmental marketing calendar
- Ensure and implement a communications plan for the department regarding both current students and incoming students; should work to attract/ensure yield of incoming students as well as making sure current students are updated about updates, events, and basic departmental information
- Play a key role in the design, preparation, and implementation of Open Houses, Orientation, V States, Returner Housing Selection, and other recruiting events.
- Assists with maintaining inventory of marketing and departmental materials
- Help design marketing materials and assist in the purchasing process
- Ensure an active social media presence for the department
- Update the VSU Housing website



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- Draft and release press releases and important departmental communications
- Adhere to university and divisional branding guidelines and expectations
- Ensure coverage of primary events for the department
- Ensure representation of the department at university and community events
- Aim to ensure our department's efforts are well documented and understood via all communications avenues: flyers, emails, bulletin boards, newsletters, etc.
- Ensure the organization and administration of our marketing and PR efforts.

Operations Responsibilities

- Meets weekly with the Associate Director and operations team members both in a group and individually to facilitate communication and provide support
- Monitors condition/cleanliness of outdoor, classroom, lobby, study, lounge, and game room furnishings and fixtures in residence halls and, reports to AD of Housing any need for upholstery and/or structural repairs.
- Assists with initiating minor improvement projects in residential facilities
- Assist with the managing the physical pieces and technological pieces of occupancy management and turn processes, including move-in and move out
- Support assignments processes, including ensuring administrative records related to assignments and occupancy in StarRez
- Serve on internal committees, including but not defined or limited to divisional committees, move-in committee, housing selection committee, release from contract committee, open house, etc
- Compiles information for the department operational calendar
- Assists with the returning student room selection process
- Participates and assists with fall and spring training workshops
- Serves on weekday/weekend duty on a rotating basis and is available during peak weekends such as residence hall opening, closing, homecoming, campus visitation days, and orientation weekends
- Performs other duties as assigned

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