

**University of West Florida**  
**Division of University Advancement**  
**Graduate Assistant**

**Department:** Alumni Relations & Annual Giving

**Title:** Graduate Assistant for Alumni Engagement

**Supervisor:** Assistant Director of Alumni Relations

**Contact Information**

Telephone: 850-474-3423

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**Job Description**

The Graduate Assistant (GA) for Alumni Relations contributes to the overall mission and functioning of the Alumni Relations Department. The GA will manage the social media platforms for Alumni Relations and Annual Giving. The GA will also play an instrumental role in alumni engagement opportunities. The role serves to support Alumni Relations' goals of engagement, advocacy and giving among UWF alumni and friends.

**Job Responsibilities**

- Responsible for creating and implementing a strategic plan for all UWF Alumni social media platforms (existing platforms are Facebook, Instagram, Twitter and LinkedIn)
- Manage all electronic communication for the department, and support of electronic communication for our partners sending information to alumni
- Assist with maintenance of alumni and development website
- Field emails and phone calls to Alumni Relations; maintain RSVP lists and answer alumni inquires
- Support Assistant Director with Alumni Association Board of Director task forces and established Alumni Networks
- Attend and offer onsite management at events
- Help with tracking of alumni involvement through volunteerism and attendance
- Coordinate special projects when needed
- Responsible for writing the class notes section of the Connection Magazine

**Qualifications/Skills**

- Candidate must have a Bachelor's Degree from an accredited college/university

- Enrollment or admission to a UWF graduate program. Special consideration will be given to students enrolling in the College Student Affairs (CSAA) program
- Be in good standing with the University
- Capable of accomplishing multiple tasks concurrently
- Excellent interpersonal skills and strong writing and time management skills
- Ability to take initiative
- Proficiency in Microsoft applications, including Word, Excel and PowerPoint
- Able to manipulate web based applications
- Project Management
- Proficiency in social media platforms

#### **Educational Value to Student**

- Opportunity to work in a professional environment
- Networking opportunities with alumni, community members and campus VIPs
- Establish knowledge of alumni relations
- Enhance written and oral communication skills
- Enhance marketing and leadership skills
- Viewed as a valuable team player in the Office of Alumni Relations and Development
- Exposure to Higher Education Administration

#### **Terms of Employment**

- Hours per week 20
- List hourly wage \$10.25
- List months of assistantship (ex: 9, 10 or 12 months) 12 months but up for renewal at the end of each semester
- Preferred Start Date 1 week before classes start

#### **Matriculation Waiver/Benefits Information**

- 50% of 6 hours