

**Office of Design and Communication:
Division of Academic Engagement and Student Affairs
Marketing Graduate Assistant**

Terms:

This position is an average of twenty (20) hours per week, at will position. The anticipated pay is \$10.25/hour. This position is eligible for the Fall 2020 and Spring 2021 semesters with the opportunity for hourly summer employment. The candidate will need to meet eligibility definitions of the University of West Florida Graduate Assistant Handbook.

The position begins August 10, 2020 with a maximum duration of two years (August 2020-May 2022). Hours of availability will need to be within the operating hours of 8:00 a.m.-5:00 p.m. Monday-Friday. A full-tuition scholarship (in-state and out-of-state) will be requested each semester, for up to 9 credit hours, but is dependent on funding/approval and is not guaranteed.

Primary Duties and Responsibilities:

This position is open for a graduate student interested in gaining experience in design and marketing within higher education.

- *Design creative materials*
 - Produce creative marketing materials using Adobe Creative Suite and other applications.
- *Collaboration*
 - Collaborate with all Academic Engagement and Student Affairs units, including Recreation, to enhance their programs through marketing.
- *Administrative tasks*
 - Assist and manage administrative duties such as schedules, production orders, strategy, and more
- *Project management*
 - Manage and monitor projects to produce timely and effective materials for Academic Engagement and Student Affairs units
- *Assessment*
 - Supervise the collection, organization and analysis of data as part of the unit's overall assessment plan
- *Support projects*
 - Special projects or assignments based on the office's needs and the student's interests
- Other assigned tasks as needed

Learning Outcome of Assistantship:

Through employment with the Office of Design and Communication, the graduate assistant will be able to demonstrate the following:

Written Communication Learning Outcomes:

- Uses sources that are appropriate and relevant. Limitation: Nature of assignment might not require the use of sources

- Spelling is essentially error-free (only minor errors exist).
- Exhibits standard rules of grammar, syntax, and punctuation.
- Language and content serve the intended purpose of the communication.
- Uses language, jargon tailored to audience understanding.
- States a clear conclusion that is consistent with the evidence presented.
- Presents paper with a professional level of polish.

Oral Communication Learning Outcomes:

- Uses sources that are appropriate and relevant. Limitation: Nature of assignment might not require the use of sources
- Pronunciation and diction are essentially error-free (only minor errors exist).
- Exhibits standard rules of grammar, tone, tempo, and volume.
- Language and content serve the intended purpose of the communication.
- Uses language, jargon tailored to audience understanding.
- States a clear conclusion that is consistent with the evidence presented.
- Presents communication with a professional level of polish.

Visual Communication Learning Outcomes:

- Graduate assistant will be able to complete a complex level of project specifications within preset time constraints, utilizing more experienced job and project management skills, including the ability to extend and transfer projects across various Adobe programs. GA is able to simultaneously work on multiple projects, and prioritize them while adapting to constant changes in each project's status.
- GA will further refine their ability to recognize, understand and use a variety of digital art and design techniques.

Qualifications:

- Must be enrolled as a degree-seeking student in a UWF graduate program and maintain good academic standing.
- Must register for, and complete 6 credits of coursework per semester (fall, spring, and summer) or be registered for thesis credit.
- 1-2 years of undergraduate or professional involvement in Student Affairs programming
- Experience with Adobe Creative Suite
- Demonstrate effective communication and interpersonal skills
- Interest in a marketing-related field
- Ability to work effectively in a fast-paced, team oriented environment while organizing work time and manage projects independently

Orientation/Supervision:

Orientation will be held the first week of work where an overview of the graduate assistantship policy as well as expectations and responsibilities of the position will be reviewed. The graduate assistant will work under the direction of the Assistant Director for Creative Services in the Office of Design and Communications.

Application Process:

Please email the following items to Shelley Henseler, shenseler@uwf.edu:

1. Cover Letter and Resume
2. 3 Professional References
3. The Graduate School program you wish to study

The deadline to apply is January 12, 2020 or until position is filled.

Contact:

Shelley Henseler

Assistant Director for Creative Services

Office of Design and Communications

University of West Florida

shenseler@uwf.edu