



# Indiana University of Pennsylvania

## STUDENT AFFAIRS IN HIGHER EDUCATION

### Graduate Assistant for Marketing & Alumni Outreach

**Requirements:** The Graduate Assistant for Marketing and Alumni Outreach will work 20 hours per week (Monday-Friday) during the academic year. The 20 hours will be divided between SAHE departmental activities and faculty support. Weekend work may be required for Visitation programs.

**Compensation:** A full in-state tuition waiver, including the summer between the two years; \$5,440 academic year stipend; summer employment will depend on the department budget and will be paid at the Graduate Work Study wage.

**Responsibilities:** The graduate assistant will assist with marketing, programming, alumni outreach, and faculty support. Duties will include items from the following list, with priorities established by the department chair and the faculty supervisor.

- In cooperation with other GAs, plan and facilitate a two-day Visitation Program for prospective students: work with department chair to develop or revise visitation program presentations and opportunities for social interaction, manage housing and travel arrangements of visiting students, coordinate assistantship interview process.
- Create, design, and edit the bi-annual department newsletter, *Developments*, which goes out to over 900 alumni and faculty emerita.
- Maintain all social media outlets for the department including, but not limited to, Facebook, Twitter, and Instagram.
- Create graphics for department-sponsored events and announcements (i.e. Information Session, application deadlines, program marketing, etc.).
- Update and maintain the departmental website in cooperation with SAHE webmaster.
- Assist in the planning and implementation of Kick-Off in the Fall for first-year students.
- Work with other SAHE GAs and faculty in planning and facilitating the Practicum & Recruitment Fair/Information Session.
- Maintain Alumni database using Microsoft Access.
- Enlist alumni support and involvement in various departmental activities (i.e. fundraising and conference receptions).
- In cooperation with other SAHE GAs, evaluate and redesign various informational/promotional materials including letters of correspondence, brochures, and posters.
- Work with the other GAs and faculty to accomplish department goals.
- Other duties as assigned.

#### Faculty Support

- Assist department faculty with research efforts, including library searches, data collection and entry.
- Assist faculty with their course syllabi and material preparation for classes and other projects.
- Assist faculty to maintain their personal libraries.
- Complete all other duties as requested.

\*These duties may be changed in order to accommodate and use the expertise and experiences of GAs.