Assistantship Title: Graduate Assistant for Communications & Marketing

School/Program Preference: Business, Marketing, Public Relations, Mass Communication, Journalism, MTPC, English, Educations & Technology, Industrial Design, Graphic Design, or relevant experience and interest

Office/Department: Office of University Writing / Office of the Provost
Primary Supervisor: Tricia Dozier, Communications & Marketing Specialist
Contact Email: tad0034@auburn.edu
Contact Phone: (334) 844-7475
Office Website: www.auburn.edu/writing

Length of Internship: This is a one year (12 month), 20 hour/week position. Pay is $18.00 per hour, paid on a biweekly schedule, and includes a tuition remission. Preferred start date is the day before summer classes begin. Renewal is possible.

Position Description

The Graduate Assistant for Communications & Marketing provides support for the many projects and activities of the Office of University Writing. We are especially interested in those with long-term career interests in communications and marketing, digital media, and technology.

The successful candidate should have excellent writing, organizational, and time management skills. Must be able to work within deadlines, manage multiple assignments, collaborate effectively with others, and work independently. Candidates must be skilled at using a variety of software, including Microsoft Office, Adobe Creative Cloud (especially InDesign and PhotoShop), and WordPress (HTML coding skills preferred). Motivation and ability to learn additional tools are essential. Experience with graphic design and ability to shoot and edit photos and videos is a plus. Competency with or ability to quickly learn basic web design is preferred.

Responsibilities

- Assist in all aspects of the implementation of communication and marketing strategies from developing content and materials to planning programs and events
- Manage social media outlets, including content cultivation, planning, posting, and monitoring
- Develop print and digital media such as web pages, posters, ads, programs, digital displays, location signage, email campaigns, videos, etc.
- Gather and interpret communications and marketing metrics
- Write copy for promotional materials, event announcements, etc.
- Other duties as assigned

Application

Send the following information to Tricia Dozier at tad0034@auburn.edu:

- Letter of interest
- Resume
- Two samples of creative work (design and/or writing samples or link to ePortfolio)
- Contact information for at least two professional references

Deadline: This position is open until filled. Review of applications begins March 15 and continues until the position is full (when position is not continuing from the previous year).