

Student Development (STUDEVO)

Communications and Community Relations

Responsibilities

The communications and community relations graduate assistant will assist in all aspects of marketing and communications, benchmarking and researching, planning and campaigning, designing and implementing, and web site creation and editing as required by the division. The GA will report to the communications and community relations director. They will work creatively and manage multiple projects while meeting deadlines; have the ability to communicate effectively and diplomatically with diverse members of the campus community, including faculty, students, and staff.

Student Development's site is the initial and primary form of communication and information for prospective students and their families, alumni, donors, and external audiences. This position will support Web editing and work with student development's Web management team members. The GA will also be asked to explore social media as a tool to communicate with target audiences in meaningful and engaging ways.

Another task of the GA is to research with other exemplar universities for best practices in undergraduate marketing and communications. This may require web searches, telephone inquiries, or participation in webinars and conferences. Report writing is an essential component of this position and will require summarizing research, and developing briefs, and proposals. In collaboration with the director for communication and community relations, the GA will be instrumental in communicating relevant data and implications to individual units, the division, stakeholders, and community partners.

Additional Responsibilities

- Assist with graphic design projects, including brochures, flyers, ads and other materials.
- Coordinate the photography process from conception of ideas, to recruiting students and staff, scheduling photography, writing and obtaining releases, editing and distributing images for print and Web.
- Participate in staff meetings, in-services and marketing/communications workshops as requested.
- Serve on divisional and University committees as appointed.
- Other duties as assigned by the director of communications and community relations.

Required Qualifications

- Bachelor's Degree
- Acceptance into a Graduate Program at the University of Dayton
- Broad-based experience with computer applications including Word, Excel and the Adobe creative suite
- Full-time enrollment status

Remuneration

- Competitive stipend
- Tuition Remission – Up to 24 credit hours, not to exceed \$13,715/academic year
- Health Care: Offered enrollment in University of Dayton health care plan as applicable to Graduate Assistants

For more information, contact:

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