

Office of Admissions Operations

Graduate Assistantship Position: GA - Social Media, Admissions

20 hours per week

Job Description

Residing in the Office of Admissions communications, operations, and outreach function, the Social Media Graduate Assistant is responsible for supporting the implementation of Admissions-focused marketing and communication strategies through social media. The responsibilities of the Social Media Graduate Assistant shall include, but not necessarily be limited to, the following:

- Create a monthly social media strategy plan and content calendar and review them with the Communications Specialist and Director of Communications and Operations
- Monitor social media accounts and plan/implement several social media campaigns each semester
- Research and stay current with emerging social media practices and trends
- Help create engaging social media content weekly alongside the Social Media student worker
- Contribute new ideas and strategies to increase the department's social media following
- Track and analyze monthly social media analytics
- Assist with the development of marketing videos and advertisements
- Be available to lead, assist, or cover for promotion university and departmental special events outside of normal office hours, such as recruitment events or in-hall events
- Performing other duties as may be assigned.

Qualifications and Compensation

Baccalaureate degree required. The candidate must meet entrance requirements and be accepted into graduate school at Stetson. Strong analytical skills with the ability to generate insights and recommendations. Exceptional interpersonal and communication skills and the ability to work in a cross-functional environment. Attention to detail. Knowledge of Photoshop or InDesign or other design software, and basic video editing capabilities a plus. Must be able to work select weekends for large-scale events.

Graduate assistant positions are typically awarded for a one-year period (July 1 – June 30). Graduate assistants are compensated through a combination of scholarships and stipends, including:

- A scholarship equal to tuition for up to four courses each year (two in Fall term, two in Spring term, none in Summer term) not to exceed \$1,050 per credit and \$6,300 per semester. Student will be responsible for tuition exceeding the \$6,300 maximum each semester. Please be aware that the graduate assistantship scholarship is a tuition benefit and may be considered taxable income.
- A stipend of \$250 biweekly during the academic year (40 weeks) and \$400 bi-weekly in the summer (12 weeks) not to exceed \$7,400 for the fiscal year. It is expected that the

graduate assistant work with their supervisor to plan 20 hours of paid vacation during the summer months.

Instructions to Apply

Submit via email a cover letter and resume to Sarah Bembinster at sbembinster@stetson.edu.

Stetson University is an Equal Opportunity/Affirmative Action employer.