

GRADUATE ASSISTANT FOR MARKETING AND COMMUNICATIONS

Stetson University Center for Community Engagement *"Student Learning Through Community Impact"*

Purpose:

Institutions of higher education not only have an academic mission focused on learning, but also have a civic mission focused on why students are learning what they are learning and identifying how they can use what they are learning to solve the most pressing challenges facing our communities. That work requires all our stakeholders – students, faculty, staff, and partners – to be engaged and to know the stories of our partnerships. To that end, the **Graduate Assistant for Marketing & Communications** will ensure that our signature programs and initiatives are successfully marketed to all our stakeholders, and that the stories of our work will be told compellingly to prospective students, prospective partners, and prospective donors. This position will work directly within the Center for Community Engagement and will also work closely with the Cross-Cultural Center and the Center for Dialogue & Civic Action.

Term and Logistics:

- Start Date: January 8, 2026
- Term of Service: minimum of one academic year of employment, with option for renewal
- Weekly Hours: 20 hours per week (office open Monday-Friday 8:00 AM - 4:30 PM)
- Flexible schedule (will work with class schedule, exam preparation, and university holidays)

Duties and Responsibilities:

- Write articles for internal (e.g., Stetson Today, Stetson Magazine, department newsletters) and external (e.g., local media, professional publications) audiences that highlight examples of our work
- Manage departmental social media (e.g., Facebook, Instagram, YouTube, TikTok) and websites, including both generating content and supervising a team of students who also generate content
- Collect, curate, and store departmental media that highlight examples of our work, including photos and videos
- Assist with the creation of departmental newsletters, annual reports, journals, student-voter's guides, and other publications
- Collect alumni data (e.g., contact information, post-graduate education/employment/service and accomplishments) and assist with planning events for alumni audiences (e.g., Bonner Homecoming Reunions, Multicultural Alumni Reception)
- Attend to other duties as assigned

Requirements:

- Acceptance and eligibility to enroll in a Stetson University Graduate Program a minimum of six credit hours per semester (Summer exceptions apply)
- Remain in good standing with the University through the length of their employment
- Possess strong written and verbal communication skills, and be able to adjust methods of communication to effectively partner with various stakeholders
- Previous experience in community engagement, public policy, social justice, journalism, social media, or diversity and inclusion work preferred
- Ability to work alone and with a team to reach desired outcomes

- Ability to complete tasks by established deadlines
- Mature, responsible individual with reliable personal transportation

Additional Information and Benefits:

- Graduate Assistant will report directly to the **Executive Director of Cultural, Civic, & Community Engagement** for mentorship and assigned tasks
- University Graduate Assistant Benefits:
 - A scholarship equal to tuition for up to four courses each year (two in the Fall, two in the Spring, none in the Summer)
 - A biweekly stipend during the academic year, and an increased biweekly stipend in the Summer
 - Up to 20 hours of paid vacation time during the Summer, which should be coordinated with the supervisor
- Additional compensation or benefits:
 - Access to \$750 professional development budget through Center for Community Engagement
 - Opportunity to participate in monthly Campus Life and Student Success division meetings; semesterly networking and professional development retreats through Center and Campus Life and Student Success division; semesterly University All Staff meetings with President's Cabinet
- Connections to **NACE Career Readiness Competencies:**
 - Career & Self-Development
 - Communication
 - Critical Thinking
 - Equity & Inclusion
 - Leadership
 - Professionalism
 - Teamwork

Application Process:

- Submit resume to the **Executive Director of Cultural, Civic, & Community Engagement** (edoggette@stetson.edu)