



Graduate Assistant

Department – Graduate Marketing and Enrollment Management

Hours – up to 20 per week

Pay Rate – To be determined

Description

The Graduate Communication Manager will assist the Director of Graduate Marketing and Enrollment Management with projects relating to marketing, advertising and recruiting of graduate students at Southern Adventist University.

Duties and Responsibilities

- Coordinate with Digital Engagement Manager (Marketing and University Relations), to provide news, stories and program updates from each graduate program for posting across multiple social media channels (Facebook, Instagram, Twitter and Snapchat)
- Assist with communication flow to prospective graduate students (mailings, phone calls, social media posts)
- Monitor Graduate Studies website for accuracy and up-to-date information
- Assist with graduate marketing surveys
- Maintain inventory of graduate publications
- Assist with market research to be included in graduate marketing plan updates
- Assist with requests for information and campus visits from prospective students
- Assist with data management and reports to help guide marketing decisions
- Assist with local recruiting events (on campus and in the community), as schedule allows
- Support all aspects of graduate marketing and recruiting, as assigned

Qualifications

- Excellent written and verbal communications skills
- Familiarity and experience posting across multiple social media channels
- Friendly and professional manner
- Highly organized with the ability to manage processes
- Flexibility to cheerfully accommodate non-routine visits and requests
- Skilled in Microsoft Office, Excel and Outlook
- Self-motivated with a willingness to learn and the ability to work independently and collaboratively, as needed

Contact Name – Laurie Gauthier

To Apply:

Please send a resume to lgauthier@southern.edu