

Job Title: PR & Communications Graduate Assistant **Department:** University Housing

Reports To: Coordinator, Conference & Program Services

Dates: 12 month position (fall, spring and summer semesters)

General Job Summary:

The PR & Communications Graduate Assistant is a Georgia State University graduate student who serves as a member of the University Housing staff. This position is primarily responsible for developing, writing, reviewing, and disseminating marketing and promotional communications in various channels and mediums, including the social media environment, which promotes, defines, or expounds upon the attributes of University Housing. As a student employee of Georgia State, a Student Assistant is required to abide by and uphold the GSU student Code of Conduct and Policies, University Housing policies and procedures, and applicable law.

Minimum Requirements

- Be in good academic and judicial standing with University Housing and GSU
- Be a full-time student
- Participate in fall and spring trainings as needed
- Attend staff meetings and additional trainings when scheduled
- Have strong knowledge of social networks and how they can be used to benefit a college/university department (i.e. Facebook, Twitter, Instagram, LinkedIn, Flickr, Foursquare, Wordpress, etc)
- Possess strong writing skills, both formally and creatively speaking
- Demonstrate positivity and professionalism and the ability to work both in a team or independently
- Possess excellent communications skills, both oral and written
- Be highly organized with the ability to multi-task under tight deadlines

Compensation and Benefits

- Hourly wage of \$15.00 for up to 20 hours each week
- Valuable leadership and professional development opportunities with the University Housing community

Essential Functions of the PR & Communications Graduate Assistant

This position involves working and potentially residing in the same environment. A large part of the duties involve being a representative of the University and resource to residents and guests. As such, the core responsibilities revolve around the concept of providing good customer service.

Therefore, essential to the position are the following:

- Demonstrating excellent personal and professional judgment
- Demonstrating a positive, business-like, and courteous attitude
- Ability to give undivided attention to professional responsibilities while at work
- Following the departmental dress code while at work
- Following procedures and protocol put in place to safeguard the building, its residents, and resources
- Compliance with University policy and applicable law
- Maintain a positive attitude toward the University and the University Housing Department

PR & Communications Responsibilities

- In collaboration with supervisor and DSA Creative Services, maintains proper university and department graphic standards
- Assists in idea generation and execution of University Housing communications initiatives
- Determines targeted communications for residential populations
- Coordinates research, writing and editing for publications, press releases, Web pages, newsletters, information campaigns, and other official University Housing communications in conjunction with the Coordinator for Conference & Program Services
- Assists the University Housing with coordinating and staffing special events and other programs including, but not limited to coordination of the housing tour room, Room Selection process, Open Houses, Orientation Sessions, Housing Tours, etc.
- Maintains availability on all opening and closing weekends, as well as final exam weeks, for the fall, spring, and summer semesters, and assist central office staff with coordination and implementation of the resident check-in and check-out processes
- Develops presentation materials and attends departmental and University events to interact with prospective and current students and answer questions
- Attends, participates in, and provides support to all training, in-services, staff retreats, departmental or supervisor staff meetings, and/or University Committees or Task Forces as requested
- Coordinates website content to provide timely, accurate and targeted messages to multiple residential populations, including engaging digital content, images, 3D floor plans and videos.
- Actively monitor and engage with all forms of Social Media (e.g., Facebook, Twitter, Instagram, etc.) that are subscribed to by University Housing
- Use HootSuite to schedule posts and tweets for future dates based on the University and University Housing calendars of events
- Track social media analytics using HootSuite and other social media software; report results
- Participate in online conversations, personifying University Housing in a positive, helpful light by listening to users, being sensitive to hot-button topics and issues and providing a solution whenever possible
- Collate/source information from University Housing and other Georgia State University departments in order to generate news-worthy stories and draft/write online copy for articles, posts, blogs, etc.
- Act as one of the key points of contact for social media queries, developing a response process, engaging with potential and current students
- Research and post new content for key user audiences to maintain a positive, relevant presence for University Housing constituents
- Assist in creating long term social media plan and marketing calendar

General Position Requirements

Staff Meetings and Training

Mandatory staff meetings are held during the semester, times and locations to be announced. Meetings and training sessions may occur on nights and weekends and dates, times, and locations are subject to change. Some training sessions and special events that are required throughout the year include but are not limited to:

- Fall Training
- Spring Training
- Housing Transition Events

Reappointment

Reappointment is not guaranteed. Students wishing to be rehired for another year must go through the **Reappointment Process**, which involves filing a document stating their intent to return and providing recommendations from their supervisor. Returning candidates will be notified of their rehire status at the end of the spring semester.

Disciplinary Action

Violation of performance expectations, University or Housing policies or unacceptable conduct may result in disciplinary action up to and including termination. Performance and conduct may impact student employment status in other positions held by the student. Disciplinary employment actions may be reviewed. The request for review must be made to the Assistant/Associate Director of the respective area in which they work, in writing, within two days of the employment action, and state the reason(s) for review. After review, the student will be informed of a final decision (Upon request for review, terminations will be held in suspension until a final decision is rendered).

Break Periods

Due to the nature of PR and communications, this Graduate Assistant may be required to work for a portion of all holiday breaks when University offices and/or residence halls are closed. Dates when the University is officially closed can be found on the GSU website. Prior approval from the supervisor is necessary before making arrangements that would leave an individual unavailable to work during these time frames. Student Assistants are non-benefit employees and are not eligible for vacation, sick days, or time and a half pay for holidays.

University Property

This Graduate Assistant is responsible for University property and equipment assigned for his/her use. Misuse, damage or loss of computers, phones, keys, and other University property and equipment may result in disciplinary employment action, liability for replacement cost. University property/equipment assigned or made available to the Graduate Assistant is not to be used by third parties except with the advance permission of a Housing supervisor