

Graduate Assistant for Marketing and Outreach

Center for Student Engagement

About Student Engagement, Advocacy & Leadership: The Office of Student Engagement, Advocacy, & Leadership (SEAL), a department within the Division of Student Affairs, is focused on the creation of opportunities for personal growth and real world-readiness to support an engaged campus culture where students are empowered to maximize their potential. SEAL is responsible for the oversight of student organizations, fraternity and sorority life, civic engagement, community service programs, leadership programs, student activities, off-campus student support, student advocacy efforts, and provides administrative support to the Student Government Association. SEAL coordinates all major university initiatives such as Shocktoberfest, Shocker Support Locker, Family Weekend, ShockerSync, VolunteerICT and more.

About the Office of Diversity & Inclusion: The Office of Diversity and Inclusion (ODI) aims to cultivate and sustain an inclusive campus. We strive for academic excellence by creating an environment that educates, empowers and mobilizes our students, campus and community. In our community, our members view themselves as ambassadors for fundamental freedoms and respect the differences in others. The office provides dynamic programs, which range from speakers and film showings to award ceremonies, cultural festivities and LGBTQA programming – each representing a small piece of the diversity displayed on the WSU campus.

About the Position: Graduate Assistants serve as a member of the team and are responsible for assisting in the delivery and implementation of the office strategic plan. The Graduate Assistant for Marketing and Outreach serves as an advisor to the Student Engagement Ambassadors and helps in the development of marketing and strategies for the SEAL and ODI offices.

Primary Duties and Responsibilities

- Serve as the advisor to the Student Engagement Ambassadors providing oversight and assistance to the members
 - Train incoming ambassadors and provide overall knowledge about SEAL, ODI and SGA
 - Schedule ambassadors for various outreach events
 - Support ambassadors and provide guidance to developing skills in public speaking, leadership and engagement with diverse audiences
- Provides marketing support based on personal skills/interest
 - This can include social media management, website management, videography, graphic design, public relations, branding, etc.
- Assists in developing and managing marketing strategies for the SEAL and ODI offices
- Helps in capturing content at various departmental events
- Assess and track data related to social media engagement and outreach initiatives
- Represent the department on University committees and external assignments
- Perform other duties and functions as assigned

Academic Requirements

- The GA must be admitted to, enroll, and maintain enrollment during the term of the appointment in a master's degree program at Wichita State University with a preference for students enrolled in the Master of Educational Psychology Higher Education/Student Affairs track.
- The GA is expected to demonstrate positive academic progress by receiving a semester GPA of 3.0 or greater as well as maintaining a cumulative GPA of 3.0 or greater while enrolled in the academic program.
- The GA must be enrolled in at least 6 graduate credit hours and be making academic progress toward graduation. At least 3 credits per semester must be taken in person and on campus. The GA may not

fall below 6 credits in any given semester or carry more than 9 credit hours per semester without approval from the Director.

Terms of Appointment & Important Dates

- This GA in this position receives a stipend position in exchange for 20 hours per week in any week classes are in session
- This position requires some weekend and night hours
- The GA position will begin July 2024 (start date flexible) and will end no later than May 2025 with the option for renewal
- The GA must be in good conduct standing with the University during the course of employment

Required Qualifications

- Bachelor's degree awarded by position start date
- Must be available to work evening and weekend hours
- Have experience in event planning
- Strong attention to detail and organization
- Excellent written and oral communication skills
- Ability to work with a diverse group of people
- Have the ability to relate and work well with students
- Have the ability to provide guidance and support and inspire others to action
- Working knowledge of marketing and social media for event promotion
- Perform in an ethical and professional manner
- Have the ability to promote collaboration among people and encourage group participation in decisions and goal setting.
- Must possess a valid driver's license

Compensation

Compensation will include the following:

- Stipend of \$5,500/per semester
- In-state tuition waiver, covering up to 15 credit hours (does not cover student segregated fees)
- Health Insurance (Optional)
- Professional Development Funding

Supervisor: The Graduate Assistant reports to the Marketing Coordinator