Marketing and Communications Graduate Assistantship Job Description

Position Summary:
The Center for Academic Success team is seeking a student employee in marketing and design. The work includes social media advertisement production and effectiveness measurement, graphic design, photography and videography, public relations and event work, and writing. The student marketing team has the opportunity to further develop these skills, gain experience, and add writing/design/video items to their professional portfolio with flexible hours and opportunity for growth.

Conditions of Employment:
- Complete 20 hours of work per week
- Term appointment is for the current academic year, 9 months (August – May)
- Appointment is based on performance and is renewable upon re-application, evaluation, and consent of the Marketing and Communications Coordinator
- Maintain a minimum cumulative and semester GPA of 3.0
- Maintain full-time enrollment in graduate school at LSU

Job Duties:
- Social media advertisement production and planning
- Social media effectiveness measurement
- Graphic design work for print and digital materials
- Photography/Videography
- Writing for newsletters, external media, and social media
- Working with staff members to understand both marketing needs/requests and marketing priorities
- Participating in meetings related to digital marketing, communications, and marketing strategy

Qualifications:
- Proven work or academic experience in marketing, graphic design, communications, advertising, or a related field
- Experience or understanding in social media and digital marketing
- Ability to communicate professionally and effectively with supervisor, staff, and faculty
- Strong organizational, critical thinking and time management skills
- Proficiency in the Adobe Creative Suite, including InDesign, Illustrator, and Photoshop

To apply please submit a resume, cover letter, and samples/portfolio electronically to:
Amanda Rabalais, Marketing and Communications Coordinator – araba17@lsu.edu
(In your cover letter, please specifically address how your experiences will meet the needs of the job)