Marketing Graduate Assistant Position

The Graduate Assistant will assist with marketing projects assigned by the Communications and Marketing Coordinator, coordinate a student staff, and provide administrative support to the Communications and Marketing Coordinator.

The overall goals of this position are to assist the Communications and Marketing Coordinator in ensuring that Auxiliary Services’ marketing and communications efforts are of the highest professional quality as well as to maintain a positive role and partnership with the departments within the Auxiliary Services umbrella (Student Union, Union Theater, Art Gallery, Tiger Card Office, Event Management, Copier Management, Barnes & Noble @ LSU, and LSU Dining).

The mission of LSU Auxiliary Services is to make Tiger Life easier by providing the highest quality services and environments that support the comprehensive needs of a diverse LSU community.

**Project Management**

- Assists the Communications and Marketing Coordinator with scheduling and delegation of assignments to student staff.
- Work within a team to implement and execute strategic marketing plans.
- Provide support for promotional events, communication projects, web content, social media campaigns, and more.
- Provide proofreading and design editing according to University standards and policies.
- Complete projects by deadlines.

**Marketing**

- Assist in managing all marketing and promotions for Auxiliary Services.
- Draft for review communications in the form of press releases, newsletters, web content, and social media content.
- Assist with the production and distribution of various marketing collateral.
- Represent LSU Auxiliary Services at events and information fairs.
- Remain up-to-date on new and upcoming marketing trends. (to include promotional items and campaigns)

**Administrative Support**

- Serve as the marketing/communication assistant for Auxiliary Services.
- Establish and maintain relationships with faculty, staff, students, and other appropriate individuals for the development of marketing materials.
- Perform other duties as assigned.
General

- Ability to adjust to seasonal workloads and sometimes demanding deadlines that may require additional evening or weekend work.
- Ability to work efficiently and effectively as a team player.
- Strong oral and written communication skills.
- Working knowledge of graphic design concepts and software.
- Familiar with marketing terminology.
- Minimum of 20 hours per week.

MINIMUM QUALIFICATIONS: Must be in good standing with the University and maintain full time status during the regular academic year along with a GPA of 3.0 in a graduate program.

DESIRED QUALIFICATIONS:

- Excellent writing, editing and oral communication skills.
- Strong interpersonal and organizational skills.
- Working knowledge of graphic design concepts and software.
- Ability to exercise professionalism, positivity and good judgment.
- Excellent problem solving and decision-making skills.
- Ability to consistently meet deadlines and juggle priorities under constantly changing circumstances.
- Computer proficiency and ability to quickly learn new programs.
- Proficient in use of Microsoft Outlook, Word, Power Point and Excel.
- Knowledgeable of Adobe Creative Suite, and/or content management systems is a plus.
- Familiar with project management systems.

BENEFITS: Not available as a contingent employee. Any time off and all university holidays will be considered unpaid leave.