

## **MARKETING & SPECIAL EVENTS GRADUATE SUPPORT ASSISTANT RECREATION AND WELLBEING**

**POSITION:** The Marketing & Special Events Graduate Support Assistant (GSA) for Recreation and Wellbeing is an essential part of the Marketing & Special Events Team. This team coordinates and designs all marketing plans, advertisements, and special events for the department. Through execution of the departmental marketing vision and branding, the GSA will assist in the outreach and promotion of Recreation and Wellbeing programs and mission to the University of Idaho community.

**RELATION TO EDUCATION PROGRAM:** This graduate support assistantship will provide the candidate with leadership skills, opportunities for creativity in graphic design, experience creating marketing materials, and opportunities to work both collaboratively and independently. All the aforementioned skills are transferable to the candidate's educational success, individual growth, and will be especially valuable for an individual seeking a career in marketing or related field.

### **REQUIRED QUALIFICATIONS:**

- Acceptance into a University of Idaho graduate program
- Competent with Adobe Creative Suite and Canva
- Familiarity with social media platforms and their purpose
- Knowledge of Recreation and Wellbeing events and programs

### **PREFERRED QUALIFICATIONS:**

- Experience planning and implementing events
- Experience with photography and editing photos
- Experience compiling video footage and editing videos
- Experience maintaining a budget and program records

**RESPONSIBILITIES:** Assist in the development, management, and delivery of various marketing initiatives including advertising, promotions, branding, campus outreach, social media, video/photography creation and digital signage; create and edit high quality graphic design for both print and digital platforms; manage and execute social media marketing plan; assist in website reviews and updates; work with campus partners in coordinating special events (some evening and weekend hours required); build relationships with professional staff to satisfy marketing needs; attend all Recreation and Wellbeing and Student Affairs staff meetings; and other duties as assigned. GSA

**COMPENSATION:** University of Idaho in-state tuition, out-of-state tuition waiver (if needed), stipend of \$12,000 for the year (required 20 hours of work per week during academic year). Program fees are the responsibility of the student.

**APPLICATION:** Please submit the following to Emily Tuschhoff, [emilyt@uidaho.edu](mailto:emilyt@uidaho.edu):

- Letter of Qualification addressing each of the required qualifications and any additional preferred qualifications and how the position would support your professional goals
- Current resume/CV
- Contact information for two references