

GRADUATE ASSISTANT
ANNOUNCEMENT OF VACANCY

POSITION: Graduate Assistant in Alumni Engagement for Marketing

QUALIFICATIONS:

- **REQUIRED:**
 - Acceptance into SUNY Cortland graduate program and two letters of recommendations, one from a previous supervisor/manager. Attention to detail and a willingness to help create life-long relationships with alumni and friends of the institution.

- **DESIRED:**
 - Prior experience working with content management system (CMS) or customer relationship management (CRM) software and other marketing/graphic design tools such as but not limited to Adobe Creative Suite, Canva and Meltwater (or other similar social media monitoring software).

RELATION TO EDUCATIONAL PROGRAM: This assistantship can relate with any graduate program as it will provide the student the opportunity to enhance transferable skills found in every academic program and work environment including interpersonal skills, communication (both verbal and written), time management, project management/prioritization and organization. Additionally, this position requires the use of creativity and problem solving as it relates to marketing (e.g. social media) and implementing events

RESPONSIBILITIES: The graduate assistant (GA) for marketing will work closely with the Alumni Engagement staff, helping with marketing alumni events and initiatives as well as aid in communicating to alumni, students and friends of the institution. The GA will be responsible for creating digital content for the Red Dragon Network (website) and social media channels as well as assist with creating physical content (i.e. posters, flyers, etc.). The GA will work 20 hours per week (during academic semester) and will report to the associate director.

SALARY/STIPEND: \$3500 per semester/\$7000 for academic year

TUITION SUPPORT: Six credit hours towards graduate coursework in Fall and Spring semester.

APPLICATION: completed application (including resume and letters of recommendation) must be submitted online to the Graduate Admissions Office. Review of applications will begin immediately, however, applications will be accepted until the position is filled.

SUNY Cortland is an AA/EEO/ADA employer