

## **Marketing Graduate Assistant**

### **Division of Student Affairs**

#### **RESPONSIBILITIES:**

- Assist in the creation and implementation of comprehensive marketing plans for the Division of Student Affairs programs, services, and events
- Develop engaging content for social media platforms, websites, email campaigns, and digital signage
- Collaborate with departments and student organizations to promote initiatives and increase campus involvement
- Design marketing materials such as flyers, graphics, presentations, and promotional items in alignment with university branding standards
- Support event marketing efforts, including campaign planning, promotion, and on-site coverage (photos/video/social media)
- Analyze marketing data and campaign performance to inform future strategies
- Assist with storytelling initiatives that highlight student success, campus life, and Student Affairs impact
- Ensure all communications reflect the mission, values, and voice of Student Affairs and MTSU

**QUALIFICATIONS:** A Bachelor's degree and one-year experience in marketing. Effective oral or written communication and excellent organizational skills are required. Preference will be given to persons with experience in strategic communication and marketing, as well as pursuing marketing as a profession.

**FILING PROCEDURE:** Interested applicants should submit the following required materials to [Jackie.victory@mtsu.edu](mailto:Jackie.victory@mtsu.edu): (1) a cover letter indicating interest in the position (2) a complete resume with the name, address, and phone number of three references; (3) digital portfolio of work; and (4) an MTSU Graduate Assistant application. Position is open until filled. Review.of.applicants.will.begin.April.88?8682