

**STUDENT INVOLVEMENT
UNIVERSITY OF NEBRASKA-LINCOLN**

Content Area: Student Involvement Marketing and Communications (SIMC)

Job Title: Graduate Assistant, Information Strategies

Hours Per Week: 20

Position Reports to: Mike Jackson

Work Location: 200 Nebraska Union

Compensation: monthly stipend plus some tuition remission and subsidized health insurance

Position is available: 10 month

Basic Function: Provide marketing, administration, and creative assistance to the daily operations of a student driven internal agency providing marketing and promotion of Student Involvement, Nebraska Unions and OASIS events and programs.

Student Involvement Responsibilities _____ 10%

1. Participate as an active staff member in all Student Involvement training, orientation, and staff development meetings, programs and committees.
2. Assist in the development of collaborative projects across other SI content areas whenever possible.
3. Assist in the development of collaborative projects with other campus offices/ departments/divisions as opportunities arise to help achieve the goals and mission of Student Involvement.
4. Assist students and other customers of Student Involvement as needed.

Content Area Responsibilities _____ 90%

1. Reviews creative brief, communication goals, activities and vehicles with Assistant Director/Creative Director; writes creative brief or marketing plan when needed.
2. Participates in concept review with client and Creative Director; manages project deadlines; oversees proof-reading processes; orders copy or print services; manages final proof approval process; documents project workflow in database; collects and files project paperwork and samples.
3. Assist in the development and execution of department-wide promotional activities including (but not limited to) Big Red Welcome, Red Letter Days, New Student Enrollment, and Big Red Road Show.
4. Serve as designer/developer to create both web-based and design campaigns for Student Involvement.
5. Work with Assistant Directors, program area Graduate Assistants and administrators to develop effective web practices and presence for college student demographics.
6. Develop web content and functionality, utilize web analytics in setting goals and developing objectives, implement effective navigation and workflow strategies, and enhance interactivity and user engagement on the site.
7. Manage digital archives and oversee archiving current work along with daily updates and collaborate with the SIMC staff to enhance website functionality.
8. Serve as mentor, team leader, and lead designer for undergraduate graphic design students.
9. Collaborate with Student Involvement staff to utilize and implement effective design strategies in both print and web-based promotional and marketing campaigns.
10. Work with undergraduate graphic designers, web and database management personnel to produce and execute web campaigns and projects.
11. Work with Assistant Directors, program area Graduate Assistants and administrators to develop effective social media practices and presence.
12. Develops appropriate social media presence on the Student Involvement websites. (Facebook, Twitter, SproutSocial and Instagram)
13. Write marketing plans based on research results for Student Involvement, Nebraska Unions and OASIS.
14. Contribute to the large-scale assessment plan for SIMC and SI, as part of the Student Involvement CAS Standards and assessment initiatives.
15. Knowledge of Adobe Creative Suite and graphic Design a plus but not required.