

**University of Wisconsin-Whitewater
Career & Leadership Development
Division of Student Affairs
Graduate Assistant Position Description
Fall 2021 Semester**

Working Title: Graduate Assistant – Marketing and Events

Position Summary:

This Graduate Assistant (GA) works in the programmatic functional area of Career & Leadership Development. The responsibilities assigned to this GA role are intentionally broad so as to provide the GA with a breadth of experience typical to an entry-level role in a centralized involvement, programming, or leadership department.

Duties and Responsibilities:

Advising and Supervising

1. Co-supervise Marketing Interns, ensuring a quality delivery of service to our students.
2. Support the Homecoming Steering Committee, especially in the delivery of virtual events.
3. Co-Advise the Greek Week Committee, a volunteer group, in the planning and implementation of Greek Week experiences.
4. Participate in training implementation for Career & Leadership Development Interns.
5. Assess supervised interns based upon office-identified learning outcomes.
6. Participate in CLD Internship Program, and attend regular professional development sessions.

Office Management

1. Maintain organization of Event files on the Career & Leadership Development T-drive.
2. Help maintain and inventory equipment and supply storage.
3. Assist with budget management for Greek Week events.
4. Assist with marketing equipment inventory management.

Marketing and Data Collection

1. Support the marketing implementation for Homecoming events and related virtual initiatives.
2. Support the marketing implementation for Greek Week events and related initiatives.
3. Oversee and implement marketing for departmentally-coordinated campus-wide events and general department resources.
4. Track event participation data and experience results of participants, committee members, and non-participants.
5. Create analytical reports for departmental social media accounts and provide suggestions for future use/increased engagement online.
6. Assist with creating and ensuring that departmental social media plan is being implemented (content calendar, Facebook Creator's Studio, etc.).

Events and Office Representation

1. Participate in the prep and virtual implementation of Homecoming 2021.
2. Participate in broader, general Homecoming Review Team discussions.
3. Participate in Greek Week committee and event implementation.
4. Participate in Campus Awards prep and event implementation.

5. Present event information to key campus partners, including First Year Experience, University Center, Resident Assistants, new students, other as assigned.

Additional

1. Participate in Graduate Assistant Professional Development opportunities.
2. Attend Programming Staff weekly meetings.
3. Attend Career & Leadership Development staff meetings.
4. Complete other duties as assigned and agreed upon.

Supervision Received:

The primary supervisor is the Programs & Digital Presence Coordinator.