

# Graduate Assistant for University Life

University Life is looking for an enthusiastic self-starter to provide support for **University Life strategic initiatives** along with event programming, student leadership engagement, and communications support for **Mason's Arlington Campus** beginning Fall 2017 (with possible summer hours available). The Graduate Assistant is a part time, 20-hour per week position based out of the University Life Arlington office, which is housed within the Division of University Life at George Mason University. As a member of the University Life team, the Graduate Assistant reports directly to the Assistant Dean, University Life.

## Overview:

The person in this position will work very closely with the Assistant Dean, University Life to assist with University Life strategic initiatives with a primary focus on student engagement and technology support and enhancement.

The graduate assistant will also work closely with the Office Manager, University Life Arlington, to coordinate and/or facilitate University Life programs and services on the Arlington campus. The mission of the University Life Arlington office is to create and foster a community committed to convenient access to resources and services. The UL Arlington office prides itself on maintaining a fun, highly collaborative atmosphere conducive to creative ideas and initiatives.

## Job Duties:

### *Strategic Initiatives*

- Support the work of the Assistant Dean, University Life on key strategic initiatives, including but not limited to:
  - Online Orientation for Adult Learners (Facilitate Blackboard discussion boards, design and /or update content as needed);
  - Mason's evolving work in modernizing and supporting the [Student Experience](http://provost.gmu.edu/student-experience-redesign-project/) (<http://provost.gmu.edu/student-experience-redesign-project/>);
  - Support Mason [Patriot Success](http://patriotsuccess.gmu.edu/) (<http://patriotsuccess.gmu.edu/>) initiatives as needed (currently involving the Beacon platform)

### *University Life General*

- In collaboration with Fairfax-based office of Graduate Student Life conceptualize, write and post regular blog entries for the Mason Grad Insider. (<http://gradlife.gmu.edu/masongradinsider/>);
- In collaboration with office of Graduate Student Life lead marketing, promotional, and assessment efforts for the Mason Grad Insider;
- Other duties as assigned

### ***Arlington Campus***

- In collaboration with the Assistant Dean and Office Manager, play a key role in event development, organization, implementation and promotion at Mason's Arlington Campus;
- Serve as primary liaison to Arlington Campus student organization leaders, providing leaders with regular communications on relevant events and information; Work collaboratively with student leaders on campus-wide programming efforts;
- Enthusiastically represent University Life (UL) (e.g. services and resources) among the Arlington campus student body and provide Assistant Dean with regular updates pertaining to student needs and campus climate;
- Provide graphic design support for the purpose of marketing campus events and resources; Regularly produce fliers, posters, and other communication pieces; assist with web maintenance and manage social media presence for UL Arlington;
- Collaborate with University Life Office of Technology Integration on mobile strategy research and development for enhancement of UL Arlington website;
- Manage photography and videography for UL Arlington and work with appropriate offices to share online content;
- Support Assistant Dean and Office Manager with quarterly Key Performance Indicator reporting and Tk20 assessment planning;
- Promote University Life Virtual Connect services available at the Arlington Campus and manage logistics in coordination with Office Manager and respective units;
- Develop and manage data collection for ongoing student needs assessment as directed;
- Collaborate regularly with UL Arlington team and other University colleagues

### **Required Skills/Qualifications:**

- Enrolled full-time in one of George Mason University's graduate programs for the Fall 2017–Spring 2018 academic year;
- Strong ability to multi-task and manage competing demands in a fast-paced, dynamic, and diverse environment;
- Exceptional professionalism and a strong work ethic;
- Excellent interpersonal, written, and verbal communication skills;
- Excellent organizational skills;
- Demonstrated commitment to diversity and inclusion;
- Innovative thinker with the ability to take initiative on ideas and projects;
- Collaborative team player with ability to remain flexible;
- Excellent computer skills in all Microsoft applications;
- Experience with marketing and graphic design;
- Experience with website and multimedia content maintenance;
- Ability to work some regular evening hours and to flex schedule around office needs;
- Ability to walk from building to building (as well as travel to other campuses if needed) to promote and support events and services;
- Ability to present, facilitate, and moderate meetings and events as needed on behalf of University Life

## Preferred Skills/Qualifications:

- Prior work experience (at least 2-3 years) in a higher education/student affairs setting;
- Enrolled in an academic program based at Mason's Arlington's Campus or within Mason's Higher Education Program;
- Experience with events management and program delivery;
- Experience in supporting and advocating for a diverse student body in higher education;
- Experience with web content management, development, and strategy;
- Strong knowledge of Adobe Creative Suite, particularly Photoshop, Illustrator, Premier, InDesign and/or other design programs;
- Experience with instructional or multimedia design, production and editing;
- Experience in implementing creative ideas with new media, video, and photography;
- Knowledge of video conferencing solutions;
- Experience facilitating market research, survey design, focus groups, and/or group interviews;
- Experience using social media including Facebook and Twitter in a professional setting;
- Google analytics familiarity;
- Mobile application support capacity;
- Experience with the Campus Labs suite;
- Training/presentation experience

## Time Commitments:

The Graduate Assistant position is designed for a 20 hour per week work commitment. The exact schedule may be flexible, depending on needs of the office.

## Compensation:

The Graduate Assistant position will consist of a \$13,000 stipend for the academic term (2017-2018) with the possibility of some additional financial support to augment costs for tuition and fees. Final budget availability for this position will be determined by May 2017. Summer hours may be available at a separate wage rate of \$13/hour.

## To Apply:

To apply please submit resume, cover letter and list of three professional references to Peggy Marsilli, University Life Arlington Office Manager, at [pmarsili@gmu.edu](mailto:pmarsili@gmu.edu). Cover letter and resume should speak to the required and preferred skills/qualifications for the position. **Priority Deadline March 31.** Application materials will be reviewed until position is filled.