



## Office of Graduate Studies & Research

### Graduate Assistantship – Master of Accountancy

**Benefit:** 25% Tuition Discount for 10 hours of work/week

#### Assistantship Responsibilities:

- Work with the Accounting faculty, MBA marketing staff and Graduate Marketing Assistants to market Baldwin Wallace University's Accounting programs – both undergraduate and graduate.
- Assist in the creation of marketing materials, online content, social media content, email campaigns, etc.
- Assist in managing social media platforms such as Instagram, Facebook, LinkedIn and Twitter.
- Support the creation and management of paid digital marketing campaigns to reach targeted audiences.
- Support the facilitation of surveys, focus groups, and/or interviews of accounting students and alumni.
- Monitor various platforms (blogs, forums, social media channels) for trending accounting topics.
- Create and coordinate events (e.g., information tables/sessions, class visits, etc.).
- Seek and analyze competitor marketing materials both on and offline.
- Enter and update contact information into contact management systems.
- Mentor a BW Senior UG Accounting major that will be the MAcc graduate assistant in their 5th year of study.

#### Qualifications:

- Newly enrolled full-time graduate student at Baldwin Wallace University in the Master of Accountancy program.
- Graduate of BW's Accounting UG major and accepted into Master of Accountancy program
- Ability to work 10 hours per week in fall and spring semesters.
- Personal statement indicating why you believe you are the best person for the assistantship.
- Able to develop innovative content.
- Strong written communications skills.
- Self-motivated individual with experience in meeting deadlines and completing projects.
- Ability to work independently, take direction, and multi-task.

#### Benefits:

- Experience with University marketing and advertising techniques.
- Shadowing, mentoring, and training opportunities.
- Opportunity to participate in networking events and meetings.
- 25% tuition discount for fall and spring semesters.

**Selection Process:**

- Selected applicants will be invited to interview with the Director of the Master of Accountancy for the GA position.