



Office of Graduate Studies & Research

Graduate Assistantship – Digital Marketing Center

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

Position Description:

The Digital Marketing Center at Baldwin Wallace University seeks a dynamic, creative, and data-driven graduate assistant to support programming initiatives, operations, and growth.

The role includes supporting the program director, supervising undergraduate student employees, developing, and facilitating public events, and assisting with the overall administration of client projects and business development initiatives.

The opportunity is designed to provide a graduate student with experience in running a student-powered, professionally led consulting agency.

Assistantship Responsibilities:

- Administration
 - Lead select client projects by supervising undergraduate student talent. Assisting with budget development, client invoicing, and grant reporting.
- Event Planning & Promotion
 - Assisting with public events, including guest speaker events, employer networking events, training workshops and other events. This includes coordinating programs as well as promoting them and measuring their outcomes.
- Operations
 - Overseeing student employee onboarding process, including recruiting and training new hires. Developing a new off-boarding process for graduating seniors. Assist with student payroll, and goal tracking. Managing inventory of production equipment.
- Partnerships & Business Development
 - Working with the program director on identifying potential clients, conducting new business pitches, developing proposals and contracts, and onboarding/offboarding clients.

Qualifications:

- Newly enrolled full-time graduate student at Baldwin Wallace University

- Attributes:
 - Who we are looking for in social caption:
 - Organized self-starter w/ 🔥 time mgmt. Gets that digital mkt is exciting but always changing & requires pivots. ❤️s people, brands & tech.
- Knowledge:
 - Undergraduate degree in digital marketing, marketing communications, media production, graphic design, or a related field. Industry certifications are a plus.
- Skills:
 - Applicants should be able to assist with the development and implementation of projects involving 1 or more skill areas for each of the following categories: Functional, Channel-Specific, and Tactical.
- Applicants should be able to document previous professional digital marketing experiences with employers or contract clients outside of class projects.
- Must work 10 hours per week in fall and spring semesters.

Benefits:

- Develop supervisory, relationship management, and project management experience that can be directly applied to future careers with agencies, brandside marketing teams and entrepreneurial ventures.
- Expand the candidate's portfolio with client work, technologies and experiences.
- Receive shadowing, mentoring, and training opportunities with marketing professionals.
- Work with our national and regional partners including Grow with Google, HubSpot Academy, Ohio Small Business Development Center, City of Berea, and others.
- Flexible scheduling around classes and other commitments with a hybrid schedule (in-person activities balanced with remote work).
- Private office space and storage in Kamm Hall will be provided.
- 25% graduate tuition discount for fall and spring semester.

Selection Process:

- **Initial Application**
 - Candidates should submit a resume, portfolio link, and a cover letter that includes their results of the [HIGH5 Strengths Test](#). This free test involves behavior-based questions that identify the types of contributions a candidate would make to a team.
 - The resume and portfolio link should provide detailed information on past marketing, digital marketing, communications, media/design and related experiences, as well as a list of tools/apps and certifications.
- **Semi-Finalist Selection**
 - Semi-finalists will interview with the DMC director and other stakeholders in a 30-minute Zoom session.
- **Finalist Selection**
 - Finalists will be invited to present select works from their professional experience/their portfolios.