



Office of Graduate Studies & Research

Graduate Assistantship – Graduate Marketing Assistant

Benefit: 100% Tuition Discount for 20 hours of work/week

Position Description:

The School of Business is seeking Graduate Marketing Assistants (GMA's) to join our marketing team. The GMA's will work alongside faculty and staff members to support marketing efforts relating to undergraduate and graduate programs.

The GMA's will be responsible for a variety of marketing initiatives including social media, email marketing, advertising, promotions, branding, video creation/editing, digital signage, etc. The GMA's will participate in the development of digital marketing materials, coordinate marketing campaigns and recruiting events, and promote our programs across various social media platforms. The successful candidate will have knowledge of the most popular forms of social media; experience using those platforms beyond casual, personal use, and possess strong communication skills. The GMA's will gain broad experience in various aspects of digital and traditional marketing.

Assistantship Responsibilities:

- Assist in the creation of digital brochures, online content, social media content and mock-ups, email campaigns, online promotion, etc.
- Assist in the creation of written, video, and/or audio content.
- Manage social media platforms including but not limited to Instagram, Facebook, LinkedIn and Twitter.
- Create and manage social media marketing campaigns to reach targeted audiences.
- Monitor social media presence on various platforms (blogs, forums, social media channels) for trending topics.
- Perform social media optimization.
- Conduct outreach efforts (to other bloggers, related businesses, social media groups).
- Create and coordinate events.
- Assist in project management and managing undergraduate digital marketing student interns.
- Understand and navigate web and social media analytics.
- Other digital marketing and communications projects as assigned.

- Seek and analyze competitor marketing and sales materials both on and offline.
- Enter and update contact information into contact management systems.

Qualifications:

- Newly enrolled full-time graduate student at Baldwin Wallace University in the One Year MBA program.
- Recent undergraduate alum with a major in Digital Marketing, Marketing, Public Relations, Digital Media & Graphic Design or related.
- Ability to use and navigate most forms of social media for BUSINESS USE, especially LinkedIn, Twitter, Instagram, and others.
- Ability to use social media management and analytics tools and/or willingness to learn.
- Up to date on the latest social media trends (hashtags, topics, and platforms).
- Able to develop innovative content.
- Strong written communications skills.
- Self-motivated individual with experience in meeting deadlines and completing projects.
- Experience with graphic design or digital media design (such as Adobe Photoshop or Canva), Powerpoint, Word, and Excel experience is a plus.
- Ability to work independently, take direction, and multi-task.

Benefits:

- Experience with University marketing and advertising techniques.
- Shadowing, mentoring, and training opportunities with marketing professionals.
- Opportunity to participate in networking events and meetings.
- 100% MBA tuition discount
- Up to \$10,200 total compensation [\$15/hour to work 20 hours/week for 3 semesters]
 - Summer: 6 weeks x 20 hours x \$15 = \$1,800
 - Fall: 14 weeks x 20 hours x \$15 = \$4,200
 - Spring: 14 weeks x 20 hours x \$15 = \$4,200

Selection Process:

- Selected applicants will be invited to interview for the GMA position. The interview may include portfolio submission (marketing work samples).