

**WASHINGTON STATE UNIVERSITY**  
**Career Services**

**POSITION DESCRIPTION**

**OFFICIAL TITLE** Graduate Assistant (GA), Marketing and Communications

**APPOINTMENT STATUS** Nine-month appointment, August 15 - May 15, 20 hours/week

**ORGANIZATION** Office of Career Services within the division of Student Affairs

**LOCATION** Lighty Student Services Bldg. 180, WSU Pullman campus

**BASIC FUNCTION** Responsible for marketing, promotions and communications for Career Services. Creates marketing and communications plans for each semester of all the programs and services of Career Services. Responsible for ensuring marketing and communications plans are implemented. Provide career advising and lead outreaches to campus groups.

**REPORTS TO** TBA

**QUALIFICATIONS**

- Baccalaureate degree or equivalent
- Current WSU graduate student in Marketing, Communications, Public Relations, or related field.
- Work-study eligible and a Washington resident
- Maintain an academic load of at least 10 hours/semester and maintain a 3.0 GPA.

**COMPENSATION AND BENEFITS**

Compensation includes a salary for nine months (.5 FTE), a tuition waiver and graduate student health insurance. The competencies GAs acquire will help them to perform effectively as marketing, communications, and higher education professionals. The staff at Career Services is committed to facilitating the development of each intern through supervision, consultation, modeling, and mentoring.

**APPLICATION PROCESS**

1. Apply for financial aid and request work study funding on the FAFSA (Federal Application for Student Financial Aid) before the deadline of June 30 (however, March 1 deadline is preferred). You must indicate your interest in a work study award by checking the appropriate box on the FAFSA.

2. Submit the following to Career Services (180 Lighty or email as Word attachments to CareerServices@wsu.edu):

- a. Cover letter detailing your interest in this position and highlighting any relevant experience
- b. Resume that includes your WSU student ID number
- c. Names and contact information of two references

3. Application review begins April 15 and will continue until position is filled. Contact Career Services via email (CareerServices@wsu.edu) or phone (509) 335-2546 if you have any questions.

**DUTIES AND RESPONSIBILITIES**

**Marketing and Communications Program Coordination, 12 hrs/week, 60%**

Responsible for marketing, promotions and communications for Career Services. Creates marketing and communications plans for each semester of all the programs and services of Career Services. Responsible for ensuring marketing and communications plans are implemented. Places all promotion and advertising for Career Services operations. Coordinates, edits, and designs Career Services publicity materials including posters, flyers, brochures, and table tents within University graphic standards. Supervises undergraduate marketing interns. Coordinates and partners with various media outlets and departments on campus to facilitate Career Services information and messages.

**Career Advising, 6 hrs/week, 30%**

Provide quick (10-15 minutes) career assistance to students on a first-come, first-served basis during regularly scheduled drop in hours (2:00-4:00 pm). Assist clients with a variety of issues, including academic major and career decision-making, internship and job search strategies, graduate school application assistance, resume/cover letter writing, and interview preparation/feedback. Each GA will be responsible for providing drop in assistance 4 hrs/week.

Develop and facilitate student workshops about career development issues to classes and campus groups. Topics include writing an effective resume, choosing a major or career, internship and job search strategies, and improving interviewing skills. Each GA will lead about 25 outreaches/semester.

**Professional Development**, 2 hrs/week, 10%

Stay current in professional activities as appropriate to professional role. Participate in weekly training/special topics meetings with other career development staff. Individual supervision will be provided in addition to weekly group training.

**KNOWLEDGE, SKILLS, ABILITIES**

- Knowledge of basic duties and responsibilities of the position.
- Ability to successfully create and execute marketing plans.
- Ability to plan, organize and implement advertising, promotion and publicity campaigns.
- Ability to apply critical thinking skills to assimilate vague ideas into focused communications.
- Well developed interpersonal skills with a demonstrated ability to work collaboratively with a diverse population of students and staff.
- Advanced skills in writing, editing, and oral communication skills.
- Skill in planning and developing multiple projects concurrently.
- Demonstrated ability to use personal computer for advertising design, spreadsheets, and word processing.

**ESSENTIAL WORK COMPETENCIES**

- Demonstrated ability to perform the essential functions of the job, with or without accommodation.

**MENTAL REQUIREMENTS**

- Ability to conceptualize ideas and concepts appropriate for a variety of publications.
- Ability to communicate effectively both orally and in writing.
- Ability to effectively interact with people in a positive manner.
- Ability to apply technical knowledge.
- Ability to apply information in stressful situations.
- Ability to comprehend complex problems and reach reasonable conclusions.
- Ability to use mental skills to recall, analyze, and organize information and make complex decisions.
- Intense emotional situations may exist which necessitate incumbent's ability to lend a calming influence and control.

**WORK CONDITIONS**

- Work is performed primarily in an office or classroom setting.
- Last-minute changes in marketing plans may generate stressful situations.
- Occasional evening and weekend work may be required.

**PHYSICAL REQUIREMENTS**

- Must be able to operate desktop computer equipment and other office technology.
- Ability to travel across campus and access various types of buildings.
- Speech, visual, and hearing abilities that are sufficient to read and view written materials and effectively communicate and interact with WSU students and staff; in person, via email and letters, and over the telephone.
- Requires ability to carry workshop materials and supplies, assist in transporting material for events and activities.