Graduate Research Assistant

The Center for Intercultural and Multilingual Advocacy (CIMA) GRA will develop and implement marketing content that consistently communicates CIMA’s programs and objectives, including web-based content, digital media, and direct mail, in order to advance Center advertising, graphic identity standards, and strategic branding initiatives. As a team member, will work closely with multiple staff, and will be expected to offer guidance on best practices to goal attainment.

Responsibilities include but are not limited to the following:
· Develops, executes and maintains proactive and effective electronic marketing and digital media strategies.
· Designs/creates content and tracks analytics for digital media platforms.
· Collaborates with multiple staff to create both print and digital marketing materials and special projects in an accurate and timely manner.
· Creates and executes appropriate graphic identity standards that reflect CIMA’s strategic branding initiatives, and effectively influences others to do so.
· Serves as a staff expert in marketing campaign planning, execution, and monitoring, including strategies for ESL course enrollment growth/retention and event/publication/resource promotion.
· Maintains collaborative day-to-day relationships with co-workers as well as a firm working understanding of CIMA’s resources/services and target audiences.

Required Minimum Qualifications:
· Bachelor’s degree in marketing, communications, graphic design, public relations, or related field.
· Demonstrated ability to create innovative web design.
· Demonstrated ability to maintain websites developed.
· A working knowledge of strategies to maintain audience engagement with web-based platforms.
· A working knowledge of technology used to deliver marketing content, such as interactive digital media.
· Attention to detail and a high degree of accuracy.
· Ability to function in a fast-paced, multi-tasking environment without daily guidance in goal targeting and objective attainment.
· Applicants must be currently authorized to work in the United States at the time of employment

Preferred Qualifications:
· Demonstrated ability to create and develop multi-platform communication plans.
· Experience creating graphic identity and branding standards.
· Successful marketing experience in a business or commercial setting.
· Experience editing/producing videos using software such as Adobe Premiere.
· Experience with graphic design and desktop publishing software.

Work Schedule: 20 per week, flexible around class schedule

Send letter of interest, resume’, names of 3 references with contact information to:
Liz Alcantara  lizbeth@ksu.edu
219 Bluemont Hall, Manhattan KS  66506

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In connection with your application for employment, Kansas State University will procure a Background Screen on you as part of the process of considering your candidacy as an employee.