



K-State Student Union

Student Position Description

Employee's Name: _____

Job Title: Graduate Assistant – Marketing

Pay Rate: \$13.50/hr. up 720 hours annually

Reports to: Assistant Director/Marketing and Community Relations

Job Responsibilities:

- Ensure the Union's marketing and communication efforts are of the highest professional quality.
- Assist with assigned marketing projects and provide overall support to the marketing department.
- Assist with scheduling, delegation, and coordination of assignments for student staff.
- Work within a team to implement and execute strategic marketing plans.
- Provide support for promotional events, communication projects, web content, social media campaigns and more.
- Provide proofreading and design editing according to university and Union standards and policies.
- Assist in managing assigned marketing and promotional projects for the Union.
- Draft for review communications in the form of press releases, newsletters, web and social media content.
- Assist with the production and distribution of marketing material.
- Represent the Union at events and information fairs.
- Remain up to date on new and upcoming marketing trends.
- Establish relationships with faculty, staff, students and Union stakeholders for the development of marketing materials.
- Maintain working knowledge of graphic design concepts, software, and marketing terminology and technology.
- Perform other duties as assigned.

Minimum Qualifications:

- Enrollment in the graduate school at Kansas State University.

Preferred Knowledge, Skills, and Abilities:

- Enrollment in the graduate school at Kansas State University in graphic design, journalism, advertising, marketing, or public relations.
- Excellent writing, editing and oral communication skills.
- Advanced knowledge of graphic design concepts and software; preferably Adobe Creative Suite.
- Familiarity with project management and social media management software.
- Basic knowledge of Google Analytics system.
- Strong knowledge of social media platforms.
- Proficient use of Microsoft products.

Physical Demands:

- Ability to sit at a desk and work on a computer for an extended period of time.
- Visual acuity and finger dexterity to operate a computer and other office machinery.
- Ability to lift up to 20 pounds.

- Ability to understand verbal and written instructions.
- Communicate effectively, both orally and in writing.
- May work in outdoor weather conditions.

Additional Information:

- Is a part-time, hourly position.
- Bachelor’s degree is required.
- This a 9-month position.
- Is subject to reduced hours and/or layoff.
- Is subject to possible changes in work schedule due to the operational needs of the department and/or the Union.
- Recognize responsibilities to the Union and apply effective work habits and attitudes to meet work requirements.
- Is required to attend work regularly and on time.
- Complete projects by deadlines.
- Plan appropriately for absences and assume personal accountability for work.
- Is expected to maintain a high standard of conduct, accept responsibility for behavior and exhibit personal integrity at all times.
- Is expected to serve as a role model for other employees and does the right thing, even when no one is watching.
- Demonstrate personal integrity and ethical behavior, display good stewardship of public resources and adapt to changes in processes, procedures and responsibilities.
- Provide clear, consistent, and continual communication and is receptive to constructive feedback.
- Initiate, develop, and maintain healthy working relationships.
- Work efficiently and effectively as a team player.
- Exercise professionalism, positivity and good judgement.
- Possess strong oral and written communication skills.
- Reasonable accommodations may be made to enable individuals with disabilities to perform functions of this position. Adjust to seasonal workloads and demanding deadlines.

Employee’s Signature _____
Date

Supervisor’s Signature _____
Date