

Graduate Assistant-Marketing Plaster Student Union Administrative Office

This position is responsible for the development of marketing and promotional campaigns for the Plaster Student Union and the Games Center, for supervising the Marketing Assistants and Graphic Designer, and for supporting the marketing and promotional strategies of PSU departments and programming boards associated with the PSU.

PSU Marketing Graduate Assistant Learning Outcomes

As a result of this assistantship, the graduate will:

- Learn to create an effective marketing plan for an organization
- Gain marketable skills in event planning and promotion
- Develop skills in employee supervision and project team leadership
- Become proficient in managing multiple deadline-driven projects

Supervisor

Reports to the Director, Plaster Student Union (PSU)

Essential Functions

- 1) Develop and implement marketing plans
 - a) Develop, recommend, and execute and monitor the approved annual marketing and promotional plan for the PSU.
 - i) Work with the Director and the Marketing Assistants to develop, recommend, and execute an annual marketing plan for the PSU.
 - ii) Work closely with the Marketing Assistants to ensure effective communication about events and opportunities available through the PSU on social media outlets.
 - iii) Develop and implement ideas to increase traffic counts to PSU vendors in concert with the Missouri State Dining Director of Marketing, Bookstore Marketing staff, and other partners.
 - iv) Work with the Graduate Assistants for SAC and TC to support in the development of marketing plans for their respective programs and support their marketing efforts with PSU marketing plans.
- 2) Supervise Marketing Staff
 - a) Supervise the Marketing Assistants and PSU Graphic Designer with responsibility for training, scheduling, and evaluating performance.
 - b) Supervise PSU Graphic Designer, ensuring that all PSU Design projects are requested with sufficient lead time and that completed projects appropriately promote the PSU and its programs and services, and that all projects follow Missouri State University branding guidelines
- 3) General Plaster Student Union responsibilities
 - a) Participate as a member of the PSU staff, attending PSU Administrative Staff meetings, workshops, and training.
 - b) Assist with special events, projects and assignments
 - c) D.MSU Branding Guide
 - d) Become fluent and proficient in all Missouri State Branding and Social Media guidelines.

Academic Requirements

Applicant must have completed a Bachelor's Degree and be accepted into a graduate program at Missouri State University. For specific information regarding admission requirements of Missouri State graduate programs, refer to our home page: <http://graduate.missouristate.edu/>.

During the GA appointment, student must be pursuing a graduate degree at Missouri State University, on a full or part-time basis (6-12 credit hours). Student must complete at least 6 hours of graduate credit each semester, enroll for no more than 12 hours each semester, and must maintain a 3.00 GPA on all graduate course work.

During the assistantship, student is not eligible for other University Employment. The Graduate Assistantship requires an average working time of 20 hours per week. The maximum term of employment is two academic years (four semesters) and two eight-week summer sessions.

Qualifications

1. Must be comfortable working with a variety of people; be flexible, self-directed, attentive to details, and creative.
2. Must be able to work independently and to use initiative to solve problems.
3. Excellent oral and written communication skills required.
4. Educational background and/or work experience in marketing or advertising is preferred. Experience creating a marketing plan is preferred. Experience marketing to college students is preferred.
5. Knowledge of basic event planning required. Experience planning group events is preferred.
6. Educational background, work experience, and/or personal experience with graphic design preferred.
7. Supervisory experience preferred.
8. Must be available to report to work one week prior to beginning of each semester.