

SMSU Alumni Relations Graduate Assistant

Southwest Minnesota State University

Educational Objectives

Assist in the development and implementation of programs, services and events within the Alumni Office at Southwest Minnesota State University.

Salary & Appointment

An annual stipend of \$10,000 paid on a bi-weekly basis and a tuition waiver for SMSU graduate classes.

Qualifications

- ✓ Must be admitted and then enrolled to a master's program at Southwest Minnesota State University
- ✓ Must maintain a Grade Point Average of 3.0
- ✓ Must have demonstrated excellent interpersonal and organizational skills, have the ability to work independently and have the ability to work with volunteers
- ✓ Experience in desktop publishing, graphic design and web publishing preferred
- ✓ Must be willing and able to work evenings and weekends
- ✓ Motivated individual with positive attitude

Responsibilities

- ✓ Assist with marketing/promotions and facilitation of alumni events and programs
- ✓ Develop marketing strategies to engage young alumni and current students
- ✓ Design/produce marketing concepts such as flyers, ads, display cases, posters, signs, brochures and other projects
- ✓ Develop text for print and web publication
- ✓ Develop communications strategies and materials for a variety of audiences
- ✓ Develop collaborative opportunities and programs with other departments
- ✓ Compile statistical information on marketing initiatives and report as necessary
- ✓ Conduct evaluations and benchmarking on current alumni events and programs
- ✓ Involvement in young and students alumni programs, mentoring and recruitment initiatives
- ✓ Assist with programs and events within the Advancement team
- ✓ Manage and execute social media strategies

Clientele

Supervision

Application information

Send letter of application, resume, unofficial transcript(s) and the names and contact information of two (2) professional references. (Persons writing letters of reference should be advised of Minnesota's open record law, which can make such letters available to applicants upon request.)

Apply to

SMSU Alumni, Southwest Minnesota State University, 1501 State Street, Marshall, MN 56258. Inquiries about the position may be directed to Michael VanDrehle, Director of Alumni Relations. E-mail: Michael.VanDrehle@smsu.edu

University/Community

Southwest Minnesota State University is one of seven universities in the Minnesota State Colleges and Universities system. SMSU gives highest priority to excellence in teaching and preparing students to be lifelong learners through quality undergraduate teaching/advising and close student/faculty relationships. Its mission, dating back to 1967, provides access to university-level programs in liberal arts & professional studies. The University has a special commitment to the educational needs of the people in its service region reflected through its curricula, cultural programs, diversity of staff and students, cooperative relationships with the public and private sectors, and regional institutions. The 216-acre campus encompasses 24 modern, interconnected, and accessible buildings. Marshall (pop. 13,000) is the hub of a rich agricultural area and offers a variety of cultural, recreational and educational opportunities.

Southwest Minnesota State University is an Equal Opportunity, Affirmative Action Employer.