

SMSU Communications & Marketing Graduate Assistant

Southwest Minnesota State University

Educational Objectives

Assist in the development and implementation of marketing and communications projects, including video creation, campus digital signage and social media content overseen by the Communications and Marketing Office at Southwest Minnesota State University.

Salary & Appointment

An annual stipend of \$8,000 paid on a bi-weekly basis and a tuition waiver for SMSU graduate classes. Appointment is for two years

Qualifications

- ✓ Bachelor's degree required with a major in graphic design, digital media, marketing, public relations, communication studies, or similar degree
- ✓ Must be admitted to and then enrolled in a master's degree program at Southwest Minnesota State University
- ✓ Must maintain a Grade Point Average of 3.0
- ✓ Must have demonstrated excellent interpersonal and organizational skills, the ability to work independently and as well as working in a team environment
- ✓ Experience in desktop publishing, graphic design and web publishing preferred
- ✓ Motivated individual with positive attitude

Responsibilities

- ✓ Assist with creation and management of content for the campus digital signage system
- ✓ Assist with video creation to support web content and digital media priorities
- ✓ Assist with management and execution of social media strategies
- ✓ Assist with organization and utilization of University Digital Asset Management (DAM) System
- ✓ Assist with the creation of written, visual and multimedia content, to include marketing copy, photography, and video production to promote academic programs.
- ✓ Develop content from concept to final product for both print, digital media and web publication
- ✓ Collaborate with other departments and programs to assist with communication and marketing projects
- ✓ Compile statistical information on marketing initiatives and report as necessary

Preferred Skills

- ✓ Adobe Creative Suite (InDesign, Illustrator, Lightroom, Photoshop, Premiere, After Effects)
- ✓ Previous experience with managing a broad range of social media platforms
- ✓ Previous experience with photography or videography
- ✓ Understanding or working knowledge of Mac OS

Application information

Send letter of application, resume, work samples (if available), 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 Communications & Marketing, Southwest Minnesota State University, 1501 State Street, Marshall, MN 56258. Inquiries about the position may be directed to Marcy Olson, Asst. Director of

Communications & Marketing or Adam Henning, Communications & Marketing Specialist. E-mail: Marcy.Olson@smsu.edu or Adam.Henning@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.