

Marketing & Communications Graduate Assistant

(Graduate Assistant)

The Marketing & Communications Graduate Assistant (GA) reports to the Marketing & Communications Coordinator and assists in developing and implementing marketing and communication strategies to increase enrollment of on campus housing and engage current residential students at TU. This includes connecting with other HRL team members, HRL student organizations and other campus partners. The successful candidate should have a strong collaborative work style to co-create and communicate effectively with others, the ability to manage multiple projects simultaneously, and a desire to work with assessment.

Responsibilities:

- **Graphic Design:** Create visually appealing and engaging graphics for various communication channels, ensuring alignment with university branding standards.
- **Content Creation:** Develop compelling written and visual content for the department to effectively communicate departmental initiatives. Provide support in drafting, editing, and proofreading content for various campus literature and platforms.
- **Feedback Collection:** Assist in conducting market research to benchmark against peer institutions and stay updated on industry trends. Implement strategies for gathering resident feedback through surveys and other means for Marketing and Communications Coordinator to analyze to enhance our services and communications.
- **Event Promotion:** Collaborate with committees and student groups to help implement campaigns promoting campus living benefits and enhancing engagement efforts. Collaborate with the Student Event Coordinators team to design and execute marketing strategies that effectively promote housing and residence life events to the university community. Attending events is mandatory.
- **Social Media Management:** Manage and curate content for social media platforms, ensuring consistent and positive engagement with residents.
- **Administrative Support:** Assist in administrative tasks related to marketing and communications projects, including coordination with printing services, art services, and vendors. Help in maintaining internal brand education sessions and ensuring brand consistency across all communications

Other Responsibilities:

- Attend weekly committee meetings as class schedule permits
- Attend department meetings, trainings, and professional development workshops
- Assume coverage of other duties and operations in the absence of direct supervisor when needed
- Engage in regular one-on-one meetings with supervisor
- Assist supervisor with the coordination and implementation of opening and closing projects
- Be available for some nights and weekend commitments as directed by supervisor
- Other duties as special projects are assigned

Qualifications:

- Conferred bachelor's degree at start of employment
- Enrollment in a relevant graduate program at Towson University
- Experience with communications, marketing, and graphic design.
- Proficient in Adobe Creative Suite
- Demonstrate an elevated level of integrity by assimilating personal with department values.
- Proficiency in graphic design tools and software.
- Strong written and verbal communication skills.
- Ability to collaborate effectively in a team-oriented environment.
- Previous experience in marketing, communications, or a related field is desirable.

Towson University is an equal opportunity/affirmative action employer and has a strong institutional commitment to diversity. Women, minorities, persons with disabilities, and veterans are encouraged to apply.

Benefits Package

Stipend	\$8,000 per academic year
Tuition Waiver	Academic Year – up to 12 credits per semester
Contract Length	10 months with 20 hours per week during the academic year and 40 hours during the summer months for move-in prep There may be an opportunity to continue work through the summer at an hourly rate or for a six-credit tuition waiver.
Other Benefits	

How to Apply

All applicants must submit a cover letter, résumé, and a list of three references to hrljobs@towson.edu.

Check Us Out!

HRL Website: [TU HRL](#)



Towson University Housing & Residence Life

Housing and Residence Life fosters spaces where all residents succeed academically, develop their sense of self, and learn the value of engaging in community. We transform the residential experience by investing in the power of innovation, equity, inclusion, and collaboration.

Our Core Values:

Safety & Security

Learning & Education

Engagement & Connection

Discovery of Self

Inclusive & Welcoming Communities

Check us out online at:
www.towson.edu/studentlife/housing/campus/housing-residence-life/