

# Strategic Communication Graduate Assistantship

The Strategic Communication Graduate Assistant is a joint endeavor between the office of strategic communication and an academic college. The position is for fall, spring and/or summer semesters.

The graduate assistant will work in the office of strategic communication and is supervised by the director or assistant director of the office. The graduate assistant will maintain regular communication with the dean of the college and/or a designee.

The GA is to assist Missouri State University and the college in attaining its recruitment, enrollment and advancement objectives through focused public relations and marketing communications activities. The graduate assistant contributes to this goal through writing, technical support, social media and other tasks.

Applications will be accepted until position is filled.

## Primary responsibilities include:

- Write news releases about the college, its students, faculty or staff.
- Write feature stories that reinforce the college's marketing messages.
- Develop and post content for the college or departmental blogs.
- Write content for the college's publications.
- Develop engaging content and manage social media for the college.

## Other duties might include:

- Write news releases about university-related happenings.
- Promote university events through social media.
- Write articles for other university publications.
- Assist with e-newsletter creation.

## Qualifications:

- Must have a bachelor's degree in communication, public relations, creative writing, journalism, English, technical writing, marketing or a closely related field.
- Must be admitted to a graduate program and meet [minimum qualifications](#) for a graduate assistant, as set forth by the Graduate College.

## Requirements:

- Strong interviewing, writing and editing/proofreading skills.
- Excellent organizational and communication skills.
- Ability to research complex subjects and identify key concepts or issues.
- Proficiency in Microsoft Office products, Instagram, Facebook and X.
- Knowledge of or ability to learn basic web maintenance skills, utilizing a content management system.
- Availability to work Monday-Friday for a total of 20 hours per week.

## Abilities:

- To interview university faculty members, students, staff and alumni.
- To write compelling stories for print and digital use.
- To organize text to maximize scanning activity.

- To produce written documents in the English language with clearly organized thoughts using proper sentence construction, punctuation and grammar.
- To research relevant areas and summarize the pertinent information.
- To communicate effectively with story contacts and with fellow employees.
- To use social media platforms like Instagram, Facebook and X to share college happenings.
- To handle several tasks at once while paying attention to detail.
- To always be friendly and helpful to the public to ensure quality customer service.

#### Physical Requirements

- Pushes, pulls and carries up to 25 pounds.

#### Working Environment

- Primarily indoors with heating and cooling regulated in a general office environment.

#### Miscellaneous Requirements

- This GA position requires an average of 20 hours a week.

#### To apply:

Submit a [graduate assistantship application](#), a cover letter, a current resume and two recent writing samples, such as blog posts, short academic papers and published articles (via mail or email) to:

[StrategicCommunication@MissouriState.edu](mailto:StrategicCommunication@MissouriState.edu)

Missouri State University  
Strategic Communication  
901 S. National Ave.  
Springfield, MO 65897  
Phone: 417-836-6397

Submissions without the writing samples will not be considered.

**I have read the job description in its entirety and understand its contents. I can perform the functions outlined with or without reasonable accommodation under the Americans with Disabilities Act.**

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_