

Graduate Assistantship – Marketing Assistant

The Marketing and Communications Graduate Assistant is a joint endeavor of all offices within efactory's umbrella. The position is for fall, spring and summer semesters (although summer is negotiable).

The graduate assistant will work in efactory and is supervised by the Director of Marketing and Communications.

The GA is to assist efactory in attaining its objectives through focused public relations and marketing activities. The graduate assistant contributes to this goal through writing, technical support, social media and other tasks.

Requirements

- Meet all eligibility requirements as stated by the Graduate College for a Graduate Assistantship (<https://graduate.missouristate.edu/currentstudents/Assistantships.htm>)
- Must be available to work 20 hours per week between the hours of 8 a.m. – 5 p.m. during summer, fall and spring semesters; schedule may change each semester to accommodate class schedule
- Working knowledge of software products/applications, like Microsoft Word, PowerPoint, Excel, and all relevant social media platforms is required
- Must have strong professional written and oral communication skills; be detail oriented and organized
- Ability to take direction, work independently and produce results
- Ability to maintain confidentiality of work conducted at efactory

Preference will be given to candidates with:

- Knowledge/experience with content creation for social media
- Knowledge/experience with graphic design tools like Canva or Adobe products
- Writing, editing, and proofreading skills

Primary responsibilities include:

- Develop marketing collateral for digital distribution.
- Develop and post content for multiple social media channels.
- Promote efactory events through social media.
- Write feature stories that reinforce efactory's marketing messages.

Other duties might include:

- Assist with creating newsletters and/or other communication material.
- Design elements to increase engagement with members, partners or other stakeholders.

To apply

Complete and submit ALL of these documents via email to NickiDonnelson@MissouriState.edu

- 1) Cover Letter
- 2) Two writing samples or link to portfolio site
- 3) Resume