

# Public Relations Graduate Assistantship

The Public Relations Graduate Assistant is a joint endeavor between the office of university communications and an academic college. The position is for fall, spring and summer semesters beginning January 2020.

The graduate assistant will work in the office of university communications and is supervised by the director or assistant director of the office of university communications. 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 activities. The graduate assistant contributes to this goal through writing, technical support, social media and other tasks.

Applications accepted until position is filled.

## Primary responsibilities include:

- Write news releases about the college, its students or faculty
- 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 and promote social media for departments or programs

## Other duties might include:

- Promote university events through social media
- Writing articles for other university publications
- Assisting with newsletter creation

## Qualifications:

- Must have a bachelor's degree in communication, public relations, creative writing, journalism, English, technical writing 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 proofreading skills
- Excellent organizational and communication skills
- Ability to research complex subjects and identify key concepts or issues
- Proficiency in Microsoft Office products, Twitter, Facebook and Instagram
- 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 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 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, current resume and two writing samples (via mail or email) to:

Nicki Donnelson, Assistant director

Email: [NickiDonnelson@missouristate.edu](mailto:NickiDonnelson@missouristate.edu)

Missouri State University

University Communications

901 S. National

Springfield, Missouri 65897

Phone: 417-836-6397

**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.**

**Signed:** \_\_\_\_\_

**Date:**