



COMMUNICATION/MARKETING GRADUATE ASSISTANT

HEALTH AND COUNSELING CENTER

The APSU Health and Counseling Center is soliciting applications for a communication/marketing Graduate Assistant. The GA will work closely with our professional staff to understand the marketing priorities of the Health and Counseling Center and to implement a variety of projects on behalf of the Center. This is a 20-hour per week paid position.

The Health and Counseling Center, located in the Ard Building at 524 College Street, consists of two departments, Boyd Health Services and Student Counseling Services, staffed by fully credentialed medical and mental health professionals. We are seeking the assistance of someone with strong communication, marketing and design skills to partner with our professional staff to bring our vision of wellness to the campus community and to help shape social norms in positive, creative, and effective ways. The ideal candidate will be a mature and talented individual with experience developing and implementing marketing campaigns through some combination of audio, video, print, social media, online, promotional giveaway, or other platforms.

Duties associated with the position

The GA will work closely with Health and Counseling Center staff to create a positive relationship with the campus community. In short, we want the GA to help us tell our story more effectively. Below is a basic outline of our expectations.

- A. Understand the Center's mission and priorities, and how physical health and mental health affect academic performance and success.

“Students who are in good physical and mental health achieve greater personal and academic success, as well as contribute to a positive school environment. The Health & Counseling Center offers health, counseling and wellness services to all currently enrolled APSU students. All of our direct care services are provided by licensed professional staff who are experienced in working with the specific needs of students. We have worked hard to make our Center an environment that is welcoming, respectful of diversity, and caring for all students.”

- B. Become familiar with the Gobs Live Well brand being used to unify and promote various wellness initiatives. Use it to promote existing initiatives, including, but not limited to:
- Weekly initiatives (e.g., Mindful Yoga, Let's Talk, Meditation, Groups, etc.)
 - Monthly initiatives (e.g., Outreach programming, Gobs Live Well podcasts, etc.)
 - Once per semester initiatives (e.g., Event debriefings, Semester reports, etc.)
 - Yearly initiatives (e.g., Reviewing student handbook & calendar entries, Revising GA position description, etc.)
 - Ad hoc initiatives (e.g., Wellness Expo, Pet Therapy events, etc.)
- C. Manage center's communication efforts through social media and other electronic forms. This includes, but not limited to, Instagram, Snapchat, Facebook, YouTube, Twitter, Peay Mobile, PeayLink etc. Write/edit content, and post pics and messages. Engage with campus partners and expand our number of followers.
- D. Lead graphic design efforts for various outreach and marketing initiatives. Collaborate with any contractors or other professionals on campus that might be recruited to provide such services.
- E. Maintain the Center's web homepage and suggest improvements wherever possible. Upload and organize resources, including podcasts, YouTube videos, and other resources or information.
- F. Photograph events and prepare pictures for use in various marketing campaigns, where appropriate. Use appropriate software to edit and organize a Health and Counseling Center photo gallery.
- G. Provide input into purchase of promotional giveaways to use in conjunction with various Health and Counseling Center events (e.g., bracelets, mugs, stress balls, etc.).
- H. Collaborate with contractors on any highly technical projects. The Health and Counseling Center currently collaborates with in the Communication Department to produce podcasts, for example, and we would welcome the GA's participation in any aspect of those podcasts, including helping produce, record, edit, upload, archive, or brainstorm future podcasts.

Minimum Qualifications

Academic:

- Must be working toward a graduate degree at APSU.
- GPA of 3.0 or above, and in good academic with the Institution.

Knowledge and Skills:

- Must be aware of and sensitive to diversity of students and staff.
- Strong creative vision and artistic abilities.
- Advance knowledge of Word, PowerPoint, Excel, and creative platforms.
- Strong knowledge of the digital media landscape, including various social media sites.
- Strong written and verbal skills, including effective interpersonal skills.
- Potential to understand the mission, vision, and values of the Health and Counseling Center and to articulate the same to students, faculty, and staff.

- Organized, able to multi-task, prioritize, and meet deadlines.

Preferred Qualifications

- Previous internship, educational or related experience in marketing or communications.
- Involvement in campus organizations and/or clubs or relationships with the same.
- Access to a personal laptop with appropriate design software.
- Proficiency in Photoshop, Illustrator, InDesign, and other creative cloud software.

Privacy and Protected Health Information

Given the sensitive nature of services offered at the Health and Counseling Center, the GA will be required to undergo HIPAA training and demonstrate an ability to follow strict guidelines with regard to protected health information and patient privacy before starting.

Application Procedure:

Students interested in working as a Graduate Assistant should apply through the College of Graduate Studies and notify the Coordinator for Student Wellness and Prevention of their interest. Other materials may be requested of the applicant, including a cover letter explaining interest in working in the Health and Counseling Center, a current resume, and a portfolio of design projects.

All questions pertaining to the position should be directed to:

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