Career & Leadership Development Center

Ohio University’s Career & Leadership Development Center (CLDC) offers services and resources that empower students and alumni to take action in their careers, develop essential leadership skills for the global workforce, and fulfill their promise.

Position                   Graduate Assistant for Marketing and Communication for the CLDC

Remuneration              Minimum $13,500.00 (plus tuition waiver)

Contact Person            Erika Peyton, Assistant Director for Employer Relations and Marketing for the CLDC

Position Description

Plan and execute university-wide marketing campaigns for CLDC services and events

• Collaborate with Assistant Director in annual communication strategy and development of marketing campaigns for all CLDC services and events; Identify ways to integrate social media into strategies and marketing campaigns
• Conduct research into and develop proposals for print and digital marketing outlets
• Develop and create social media content and strategies and execute all social media communication; Provide high-touch customer service by monitoring social media outlets, electronic comments, etc.
• Lead the development of organization-wide social media management standards, policies and rules of engagement for social media
• Define key performance indicators and implement analytics, and reporting methods to gauge success; Adapt strategies based on campaign analytics, ongoing market research, and through use of SEO tools (e.g., Google Keywords)
• Support content development for communication and marketing projects (e.g., website, brochures, etc.)
• Conduct and write weekly interviews with Ohio University students and alumni for features on CLDC blog and Ohio University Compass; Write and recruit contributing writers for weekly CLDC blog posts on subjects related to career and leadership development (ohiocldc.wordpress.com)
• Support maintenance of CLDC website (www.ohio.edu/careerandleadership) as well as transition to Drupal CMS

Engage with students and alumni as a career and leadership educator

• Facilitate 10-minute, “drop-in” career coaching appointments with students and alumni
• Supervise undergraduate student in execution of marketing/communication projects

Contribute to an action-oriented team of higher education professionals

• Actively participate in on-going professional development, weekly staff meetings, and CLDC strategic initiatives
• Required: Graduate assistants are expected to work a total of 300 hours over the course of each semester. This time period will begin two weeks prior to the start of the semester and conclude at the end of the semester. This averages out to approximately 20 hours per week.
• Support outreach on behalf of CLDC to diverse student populations and maintain divisional expectation of ongoing inclusion and social justice
• Fulfill other duties as assigned

How to apply: Please complete the online application at http://www.ohiouniversityjobs.com/postings/24785

To apply, you will need your resume, cover letter, and a list of three professional references. You may apply for up to four graduate assistantships at Ohio University. For general questions on the GA application process, please contact: Elizabeth Stermer, Graduate Assistant for the Office of the Dean of Students at es933317@ohio.edu or (740) 593-1800.

Questions regarding the above position should be directed to: Erika Peyton, Assistant Director for Employer Relations and Marketing, Career & Leadership Development Center at 740-597-2922 or email peyton@ohio.edu