

Division of Student Affairs  
J. Wayne Reitz Union

101 JWRU  
PO Box 118505  
Gainesville, FL 32611-8505  
352-273-4444  
352-392-5100 Fax

## **Graduate Assistantship, Marketing**

### **Summary**

The Graduate Assistant in Marketing is a paraprofessional staff member who will work directly with the Marketing Coordinator. This position will assist in the development and implementation of comprehensive marketing campaigns.

### **Requirements**

To be considered for an assistantship, students must have earned a bachelor's degree from an accredited four-year institution and meet graduate school requirements and be admitted as a degree-seeking graduate student at the University of Florida. To maintain the assistantship, a 3.0 or better GPA must be maintained each semester. Students must also meet minimum course registration requirements for each semester they are appointed. Students must be enrolled in nine (9) credit hours of graduate course work during the fall and spring terms. Throughout the contract dates, this position will require 20 hours per week, which may include occasional night and weekend hours, and the potential for additional time required during peak periods such as the beginning and end of each semester.

### **Desired Qualifications**

- Demonstrate knowledge or experience with marketing and strategic planning.
- Demonstrate effective oral, written and communication skills.
- Experience working within a fast-paced environment requiring exceptional organization and customer service skills.
- Undergraduate involvement in on-campus employment, campus activities, student union/campus center operations, programming board, or similar activities is preferred.
- Prior student supervisory experience working in a collegiate setting is preferred.
- Proficiency with Microsoft Office.
- Previous graphic design experience utilizing Adobe Creative Cloud (InDesign, Illustrator, Lightroom, Photoshop, Premiere) and Final Cut Pro software is preferred.

**Position Functions and Responsibilities**

- Assist in the coordination of a comprehensive job management tracking system.
- Supervise and schedule student graphic designers and photographer/videographer.
- Assists with management of J. Wayne Reitz Union social media accounts, posting and responding to inquiries in a timely manner.
- Update and maintain general content on the J. Wayne Reitz Union website.
- Create and develop new marketing strategies for creating brand awareness for the J. Wayne Reitz Union and its units.
- Assist with the assessment of marketing campaign effectiveness.
- Collaborate with student and professional staff to develop strategic marketing campaigns as assigned.
- Develop and maintain marketing media within the union.
- Provide graphic design support when needed.
- Serve as a member of the Programs event staff when needed.
- Represent the Department at University functions.

**Remuneration**

Salary includes tuition for up to nine (9) credit hours per semester and \$15,000 (or the current rate at UF) annual stipend. The contract will be valid August through May. Opportunity for hourly summer employment may be available. Graduate students have access to health insurance through the University. Please note, Florida is one of the few states without a state income tax.

**Appropriate Graduate Majors**

Advertising; Business Administration (Marketing); Digital Arts & Sciences; Journalism; Public Relations; Telecommunications; Student Personnel in Higher Education (SPHE); or a related field is preferred.

**Application Process**

Please submit a cover letter, résumé, and three professional references to:

Hannah Farrell  
Marketing Coordinator  
J. Wayne Reitz Union  
PO Box 118505  
Gainesville, FL 32611

Applicants may also submit application materials via email to [hannahf@union.ufl.edu](mailto:hannahf@union.ufl.edu).