

## **Graduate Communications & Marketing Student Ambassador**

### **Department Bio**

The Open Source Program Office (OSPO) coordinates and supports open-source software across the university, helping researchers and educators embrace open-source tools and practices. It aims to create a culture of open collaboration and knowledge sharing aligned with GW's research and educational mission.

We promote open-source software development, open data, and open access in research and education. We support our community in adopting open practices to grow our impact on a local and global scale.

The OSPO also provides consultations, training, tools, and resources in support of open-source software, open science, and open education.

### **Position Specific Summary**

This role will handle various aspects of the OSPO's communications and marketing needs, especially pertaining to

- Student outreach
- Newsletters and emails
- OSPO events & initiatives such as workshops, student award programs, surveys, hackathons, lunch & learn series, stakeholder meetings, etc.
- Our annual flagship event, the GW Open Source Conference (OSCON)

The student will design and carry out a marketing strategy for OSCON and any other events held by the OSPO, and will be responsible for promoting the OSPO across the GW community. The student will learn to become a valued open source contributor. Special projects or other duties may be assigned related to specific departmental needs. This position is only open to graduate students.

### **Standard Position Description**

The student will manage and/or design marketing and communication strategies and content for departments and/or special events. Tasks may include: Planning, creating, managing and executing marketing plans and campaigns, website resources, digital content and design, and/or managing of social media accounts. While completing work with a high degree of discretion, the student will work within organization marketing standards and guidelines. Special projects or other duties may be assigned related to specific departmental needs.

### **Professional Outcomes**

Critical Thinking, Communication, Teamwork, Leadership, Inclusion, Technology and Data, Career Development

### **Required Qualifications**

Previous skills, training, or experience is required.

**Preferred Qualifications**

- Graphic design experience, knowledge of Canva, Adobe Creative Suite, mass emailing, etc.
- Excellent writing and editing skills
- Knowledge of website management (Drupal)
- Ability to work independently and as a part of a creative team
- Event planning experience