

## **Supplemental Description of Duties for Digital Media & Design Research Assistance**

Project: Communications and Media Assistantship

Supervisor: Marie LeBlanc

Graduate Assistant: Renoj Varghese

The Items checked below describe the duties that are required as part of this assistantship.

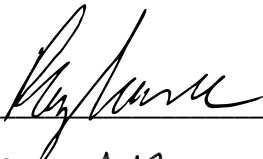
- ☐ Recruit creative team
- ☐ Schedule & lead meetings with sponsor
- ☒ Manage and respond to project related communication
- ☒ Meet with and/or provide project reports to supervisor
- ☐ Supervise undergraduate students
- ☐ Maintain records on undergraduate student performance
- ☒ Maintain project files for easy access by team and supervisor

Perform other duties described here as assigned:

- Manage marketing, develop social media campaigns, and create content prior to a series of events (events include, but are not limited to, Orientation, Graduate Student Appreciation Week, Post Doc Appreciation Week, monthly Graduate Gathering events, and graduate fellows events)
- Develop content for and provide leadership to The Graduate School's online presence via social media, including, but not limited to, Facebook, Instagram, and Twitter
- Support, maintain, and update communication lists and work with The Graduate School staff to post information to various campus communities via Soapbox, Mail Chimp, the Daily Digest, listservs, etc.
- Assist in updating, organizing, and improving The Graduate School website
  - Maintain awareness and utilize data analytics to inform the design of the website, as well as to discover areas of interest for our communities
  - Provide technical and creative support in developing web content, possibly including videos, podcasts, and interactive training modules
  - Ensure all material is current and links are active
- Create content for our website and our online professional development platform for graduate students (currently referred to as PCP):

- Daily (M through F), enter events submitted by other departments/offices onto our online professional development platform
- Develop and maintain graduate student and postdoctoral scholars' profiles/testimonials associated with events, competitions, and fellowships
- Update information on events, competitions, and orientations
- Co-develop marketing materials for graduate student diversity recruiting through applications such as InDesign and Publisher
- Identify newsworthy stories to highlight the scholarship of graduate students and postdoctoral scholars
  - Attend Graduate School events and provide photos, videos and written content
- Attend staff meetings and retreats of The Graduate School and the Graduate Student and Postdoctoral Affairs team
- Potentially supervise an undergraduate student worker who provides administrative support for The Graduate School Unit
- Other duties as assigned

Research Assistant signature:



Supervisor signature:



Date:

June 5, 2020