

## EXAMPLE OF RECOMMENDED JOB POSTING STANDARD

### Example 2 of 2

**Brief description of the non-academic unit:** The Graduate School is the home for graduate and postdoctoral education at the University of Connecticut. The University offers graduate degree programs in virtually every field of instruction and confers more than 2,200 graduate degrees and certificates every year. The Graduate School nurtures a vibrant community of graduate students and postdoctoral scholars, fosters collaboration across departments, programs, and campuses in research and teaching, and facilitates the preparation of graduate students and postdoctoral scholars for their future careers. The vision for training of graduate students and postdoctoral scholars at UConn rests on these pillars: community, collaboration, and preparation. The Graduate School serves as a central resource for applicants to graduate programs, for current graduate students, and for postdoctoral scholars. In addition to supporting graduate students' academic relationship with the University, The Graduate School seeks to build an active, engaged community of graduate students and postdoctoral scholars.

**Campus location(s) of non-academic unit:** Storrs, CT

**Graduate Assistant Job Title:** Graduate Assistantship for Communication and Media

**Position Summary:** Support Graduate School communications and marketing, as well as website design and updates. Specific duties and responsibilities are subject to change based on office needs as well as the interests and innovations of the successful candidate.

**Duration of the position:** August 23, 20XX - May 22, 20XX (GEU academic year contract dates)

**Hours:** 20 hours per week; 9-month appointment to begin in August; evening or weekend hours may be required. Employment may also be available during the summer. This appointment is with the potential for renewal. Renewal is typically subject to satisfactory performance, department needs, and continued availability of funds.

**Work location:** Whetten Graduate Center, UConn - Storrs Campus

**Name and title of individual providing supervision:** Jonathan.Husky@Uconn.edu,  
Assistant Dean of XYZ

**Three (3) Primary [Career Readiness Competencies](#) Associated with this Role Include:**  
Communication | Technical | Teamwork

**Responsibilities may include, but are not limited to, the following:**

- 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

### **Minimum Qualifications**

- Demonstrated experience in web development and coordination of professional communication.
- Exceptional interpersonal and communication skills developed in prior work or service roles.
- Strong organizational skills of calendars and deadlines; ability to manage multiple priorities.
- Willingness to work and communicate effectively with diverse populations and as a team.
- Ability to use or learn how to use Aurora/WordPress, social media platforms, Adobe Creative Suite, Microsoft Office Suite and other new software.
- High standards regarding accuracy and attention to detail are required, as is the ability to use experience and good judgment to make independent decisions.

### **Preferred Qualifications**

- Demonstrated creativity and experience designing marketing and recruiting materials.
- Experience using social media platforms for event announcements and promotion.

### **Education and Prior Experience Requirements:**

Pursuing doctoral degree at the University of Connecticut with preferred focus outside of STEM field

### **Application Steps & Materials**

Please submit all application materials by email to [Jonathan.Husky@Uconn.edu](mailto:Jonathan.Husky@Uconn.edu) with the Subject line: Application Comm/Media Position

Include the following materials

1. Cover letter
2. Resume or CV
3. Names and contact information for two references

Applications are reviewed on a rolling basis with final submission deadline for consideration: \_\_\_\_ (date) \_\_\_\_ Interviews will begin the week of: \_\_\_\_ (date) \_\_\_\_

**Compensation and Benefits Statement**

*Compensation & Benefits:* Stipend consistent with UConn Graduate Employee Union (GEU) rates and successful candidate's level of education. Stipend rates can be found [here](#). See the [GEU contract](#) for other generous benefits provided, including paid time off, tuition remission, and subsidized health insurance through the Connecticut Partnership Plan.

The University of Connecticut is an AA/EEO employer.

Questions may be directed to: (Identify name and contact information)