



Graduate Research Assistantship Opening - 1 Office of Communications and Marketing

The UL Lafayette Office of Communications and Marketing is looking for a graduate research assistant to work with the Director of Social Media and Engagement for the 2024-2025 academic year (fall and spring semesters).

Primary Duties and Responsibilities:

The Social Media Graduate Research Assistant 1 is charged with supporting the day-to-day implementation of the University's social media strategy to reach enrollment goals and raise brand awareness of the University of Louisiana at Lafayette. This applied research role will focus on writing, event promotion and coverage, and supporting the Associate Director of Social Media and Engagement in their work to promote the University and its initiatives to students, alumni, prospective students, current students, alumni, and fans through thoughtful, entertaining, and engaging content.

- Understand and be proficient in multiple social media platforms, including Facebook, TikTok, Instagram, X (formerly known as Twitter), SnapChat, Discord, Spotify, Pinterest, LinkedIn, and Reddit.
- Write and schedule posts to University accounts, including Instagram, X (formerly known as Twitter), Facebook, and TikTok
- Create graphics, as needed for social media use
- Maintain an eye on social media (Instagram and TikTok) for trends, particularly those pertaining to enrollment
- Be willing to appear on camera, particularly in University TikToks and Instagram Reels
- Assist in the management of Office of Communications & Management student workers
- Coverage of campus events on social media via the appropriate platform. Research various subjects / topics, i.e. University history and holidays, and re-fashion that information into content for social media
- Pitch ideas and assist in the implementation of others' ideas for social media (e.g. videos, multi-platform and platform-specific campaigns)
- Assist in compiling and analyzing social media platform analytics, with an eye for discovering trends and actionable information to guide content creation
- Attend graduation ceremonies (Fall and Spring semesters) to cover the event on an assigned platform
- Attend Orientation events as a representative of University social media, and to recruit for the Social Media Team (if employed over the summer semester)
- Perform other duties, as assigned

Eligibility and Qualifications:

Who should apply? Full-time graduate students at the University of Louisiana at Lafayette who have been admitted unconditionally to the MS Communications or MBA programs, with a strong interest in pursuing a career in social media, PR, marketing or digital marketing.

The successful candidate will:

- Have excellent writing abilities
- Pay attention to details, including fact-checking
- Be a creative problem-solver
- Have excellent time-management skills, be able to maintain a flexible work schedule, and be attentive to deadlines
- Engage well with others, including students, faculty, staff, administration, parents, and community members
- Understand the important aspects of an event or story in order to convey that message succinctly and accurately to our audience via social media
- Be able to attend events as needed, including fall and spring Commencements
- Graduate in May 2024 or later

An ideal candidate will have:

- A personal smartphone with an excellent camera, preferably an iPhone
- Prior experience with Photoshop, CapCut
- Above average photography skills
- Knowledge of UL Lafayette's traditions and brand

Appointment Term and Additional Considerations:

Graduate assistantship appointments with the Office of Communications and Marketing are for the academic year, beginning in August 2024.

Appointment requires unconditional admission, full-time graduate enrollment, and satisfactory completion of 20 hours of **in-person, on-campus** duties each week during the academic terms. Appointment does not require completion of duties when classes are not in session (i.e., during intercessions and student breaks).

Continuation of appointment to Spring 2025 and beyond is contingent upon successful completion of assistantship duties, satisfactory progress toward degree, and/or budgetary considerations.

If an international graduate student, your visa status may place restrictions on your employment eligibility; if you are not certain if your visa status permits holding an assistantship, contact the Office of International Affairs in the Division of Global Engagement

Compensation:

Compensation includes a waiver of tuition and mandatory fees, plus a monthly stipend that adheres to University minimum levels.

- For the 2024-2025 academic year, the minimum stipend is \$1,150 per month for master's students, totaling \$11,500 paid over ten months.
- While the 2024-2025 tuition and fees are not yet set, using 2023-2024 rates, the tuition/fee waiver for an academic-year assistantship is valued at \$10,184 for U.S. resident graduate

students and \$25,610 for non-resident international graduate students enrolled in 9 graduate credit hours per semester. For students taking more credits, this benefit is even higher.

- The accompanying fee waiver does not cover 100% of the supplemental insurance fee for international students on F-1, J-1, or other non-immigrant visas.

To Apply:

To be considered for this position, please include links to your personal Facebook, Twitter, and/or Instagram pages in your cover letter or resume. Links to individual posts (personal or professional) that you are particularly proud of would be appreciated.

Resume, cover letter, and two references should be submitted to socialmedia@louisiana.edu.

You may also submit via snail mail at:

UL Lafayette
Office of Communications and Marketing
Attn: Amy Windsor
P.O. Box 43567
Lafayette, LA 70504-1009

Review of applications will begin immediately.