



Graduate Research Assistantship Opening - 2 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 2 is charged with supporting the day-to-day implementation of the social media strategy to reach enrollment goals and raise brand awareness of the University of Louisiana at Lafayette. This role will focus on the use short-form video content for Instagram Reels, YouTube Shorts, and TikTok to promote the University and its strategic initiatives to students, alumni, prospective students, current students, alumni, and fans through thoughtful, entertaining, and engaging content.

- Understand current trends on TikTok and Reels and what makes engaging content, particularly as it pertains to undergraduate enrollment
- Work with designated undergraduate Admissions student ambassadors and University Social Media Team members, directing their participation in videos and reviewing their content ideas; must be willing to personally appear in University TikTok and Reels content
- Work with the Undergraduate Enrollment Director to help create relevant content to help engage prospective students
- Work with the University Brand Manager on special projects, such as College Colors Day and the UL Lafayette Holiday Gift Guide
- Create content for @ULWearRed, UL Lafayette's Trademark & Licensing Instagram account
- Assist with the Holiday Gift Guide giveaway, including running engagement reports and communicating with participants
- Assist in compiling and analyzing social media platform analytics, create reports
- Cover student events on social media, as necessary
- Research various subjects / topics, i.e. University history and holidays, and re-fashion that information into content for social media
- Perform other social media 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:

- Use own initiative and make effective decisions

- Have an attention to detail in dealing with all matters and a flexible and adaptable approach to work
- Have excellent time-management skills
- Strong organization skills and the ability to problem solve quickly
- Ability to research a subject / topic and present findings clearly and constructively
- Excellent attention to details
- Excellent written and spoken communication skills
- Be creative and a problem-solver
- Engage well with others, including students, faculty, staff, administration, parents, and community members
- Understand and be proficient in multiple social media platforms and internet culture
- Be able to attend events as needed, including fall and spring Commencements
- Graduate in May 2024 or later

An ideal candidate will have:

- Previous social media experience in a professional setting
- A personal smartphone with an excellent camera, preferably an iPhone
- Working knowledge and understanding 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, TikTok, 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.

Review of applications will begin immediately.