



Graduate Assistantship Opening Undergraduate Recruitment – Communications and Social Media

The Office of Undergraduate Recruitment is seeking a graduate assistant for the 2024-2025 academic year (fall and spring semesters).

The Graduate Assistant for Communications and Social Media will work directly with the Director of Undergraduate Recruitment and Director of Enrollment Management Communications on all social media platforms and communication-based projects and initiatives. The graduate student selected for this GA role will assist staff with marketing and highlighting various recruitment events and programs, as well as marketing the University as an attractive place to learn and live for prospective students. Communications and social media efforts are far reaching for the purpose of undergraduate recruitment and essential to the success of the Division of Enrollment Management. The position reports to the Director of Undergraduate Recruitment within the Division of Enrollment Management.

Primary Duties and Responsibilities:

Duties and responsibilities include, but are not limited to, the following:

- Assist with managing UL Lafayette Enrollment Management social media accounts (Facebook and Instagram)
- Collaborate with the Office of Communications & Marketing on development of TikToks and Instagram Reels
- Develop and maintain a social media content calendar
- Create graphics, as needed, for social media use
- Appear on camera as a representative of the University
- Serve as a representative of the University of Louisiana at Lafayette for prospective students, their families, and other stakeholders
- Understand and be proficient in social media usage and management
- Adhere to University and Enrollment Management brand guidelines
- Assist with other projects initiated and implemented by Enrollment Management

Eligibility and Additional Considerations:

Graduate assistantship appointments with Undergraduate Recruitment are for the academic year, beginning in Fall 2024.

Students in **MBA, MS Communication, MA English**, graduate programs are eligible to apply. Consideration also may be given to graduate students pursuing a degree program and research focus with direct connection to the duties described above. Additional desired qualifications include:

- Excellent writing and editing abilities
- Experience managing professional social media accounts
- Experience using Canva (or similar design programs) and Sprout Social (or other similar social media management programs)
- Basic smart phone photography and videography experience
- Strong communication, administrative, and organizational skills
- Detail-oriented with creative problem-solving abilities
- Knowledge of UL Lafayette's culture, traditions, and brand

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. **Fall 2024 tuition waiver and stipend will be prorated to official hire date.**

- 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:

Send your resume, cover letter, two references, and sample work to **emcmcn@louisiana.edu**. At least three sample graphics/posts/videos that you have developed for social media use would be appreciated.

Review of applications will begin immediately.