



JOB DESCRIPTION TITLE: Graduate Assistant, Marketing & Events

DEPARTMENT: Enrollment & Marketing – Marketing and Public Events

Responsible to: Director of Marketing and Director of Public Events

Organizational Classification: Graduate Assistant

FLSA Classification: Non-exempt

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

I) Summary of Responsibilities: The Graduate Assistant, Marketing & Events assists with the recruitment of traditional undergraduate, transfer, adult degree completion, and graduate students through work done adjacently in the Marketing and Public Events departments. This position assists the Marketing team with content creation for storytelling across a variety of mediums. For the Public Events team, this position contributes to the showcasing of vibrant hospitality to visitors coming to campus for different events. This position reports to the Director of Marketing and the Director of Public Events.

II) Essential Responsibilities: (These essential responsibilities are those the individual must be able to perform unaided or with the assistance of reasonable accommodation.)

A. Marketing

1. Work alongside Associate Director of Integrated Marketing and Brand and the Editorial Manager to create and develop content strategies for all social media channels
2. Assist Editorial Manager with communication plan and content calendar management with contributions to include writing, editing and proofreading content transferable across mediums – web, print, email, etc.
3. Assist Director of Marketing with marketing and audience research as well as campaign strategy and data review

B. Public Events

1. Assist team with event planning and execution
2. Support Admissions Visit team during on-campus events:
 - (1) Open Houses
 - (2) Fridays at Geneva
 - (3) Welcome Week
3. Assist with management of events inventory

C. Administrative

1. Assist with Front Desk operations, including reception, tour guide, and data entry
2. Performs other duties as assigned

III) Exhibits behavior that is consistent with and supportive of Geneva's mission, vision, and core values:

A. Geneva Mission Statement: Geneva College is a Christ-centered academic community that provides a comprehensive education to equip students for faithful and fruitful service to God and neighbor.

B. Vision Statement: Geneva College will inspire students to integrate faith in Christ into all aspects of life in the real world, and to serve faithfully within their callings for Christ and Country.

C. Core Values:

- 1) Serve with grace

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- 2) Pursue Godly wisdom
- 3) Foster academic strength
- 4) Engage culture faithfully
- 5) Inspire vibrant hospitality
- 6) Honor one another

IV) Job Requirements – Administrative:

- A. **General:** Individuals must possess the knowledge, skills, and abilities listed or are able to explain and demonstrate that they can perform the essential responsibilities of the job, with or without reasonable accommodations to safely perform the essential responsibilities of the job.
- B. **Physical:** Must be able to perform the following: talking, hearing, and seeing. Must have sufficient manual dexterity to be able to operate all office equipment including, but not limited to: computers, fax machines, copy machines, modems, and telephones.
- C. **Confidentiality:** Individuals must recognize that management of data, including personal information, grades, budgets, programs, and policies is necessary to the operation of the College. Such information must be kept private and confidential for the protection of the College and to obey Federal and/or State laws. Should there be doubt as to whether a certain matter is to be protected, it should be discussed with your supervisor before making a disclosure.
- D. **Mental:** Must be able to reason, analyze, prioritize, conceptualize, make judgments, and solve problems.

V) Qualifications:

A. Minimum:

1. Must be accepted into and/or enrolled in Geneva's Master of Arts in Higher Education program or the MBA (Marketing or Operations Management concentrations) program
2. Education/Certification: Bachelor's Degree
3. Experience: 1-2 years of experience related to admissions recruiting, event planning, or marketing, especially as it relates to the responsibilities as specified above. Exceptional hospitality skills. Strong written and verbal communication skills. Organized.
4. Skill/Abilities:
 - a) Articulate your personal relationship with Jesus Christ.
 - b) High level of professionalism and attention to detail.
 - c) Positive attitude and strong communication (written and oral) skills.
 - d) Able to communicate effectively using electronic forms of communication such as email, text, etc.
 - e) Maintain complete and accurate files and records on prospects.
 - f) Operate a PC, proficient in Microsoft Office products including Outlook.
 - g) Relate easily to college students and professionals seeking career development opportunities.
5. Christian Commitment: eligible candidates must be a thoughtful and articulate Christian and an active member of a Protestant evangelical Christian church. Preference will be given to candidates who support and have an articulate understanding of the Reformed faith. The individual must understand and support the College's "Foundational Concepts of Christian Education" by expressing an evangelical Christian profession of faith and demonstrate the ability to integrate a Christian perspective in their work.

B. Preferred:

1. Education/Certification: Bachelor's Degree



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2. Experience: 3-4 Years; experience with admissions recruiting, event planning, or marketing
3. Skill/Abilities:
 - a) Familiarity with Jenzabar CRM products, Slate technologies and/or other data management related software
 - b) Experienced in planning, organizing, and managing virtual and in-person events

Compensation Details: The Graduate Assistant position is a 10-month assignment with the opportunity to renew for a second academic year and includes a tuition discount and stipend. Graduate assistants must maintain at least 6 hours of graduate-level credit per semester to be eligible.

EOE Statement: Geneva College does not discriminate in hiring or in terms and conditions of employment based on an individual's race, color, sex, age, disability, or national origin. As a Christian college rooted in the evangelical and Reformed tradition and governed by the Reformed Presbyterian Church of North America, compliance with Geneva's Christian views is considered a bona fide occupational qualification under Sections 702 & 703 of Title VII of the 1964 Civil Rights Act as amended and will have a direct impact on employment consideration.

Application Process: Interested applicants should send a cover letter, resume, statement of faith, and names with contact information for three references through the graduate assistantship application portal (https://apply.geneva.edu/portal/grad_assistantships) or to Valerie Mayer, Graduate and Online Admissions Enrollment Specialist, via email (vcmayer@geneva.edu). **Applicants must start an application for their master's program before applying for a graduate assistant position.** (https://apply.geneva.edu/portal/applynow/grad_apply)