



AN HONORS UNIVERSITY IN MARYLAND

***Position Title: Graduate Assistant/Conferences and Marketing***

***Department: Residential Life***

***Reports To: Assistant Director of Marketing and Conferences***

***Employee Class: 12-months from effective start date, renewable for additional years based on satisfactory performance***

**Residential Life**

University of Maryland, Baltimore County  
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Baltimore, Maryland 21250

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[www.umbc.edu/](http://www.umbc.edu/)

**UMBC Mission**

UMBC is a dynamic public research university integrating teaching, research and service to benefit the citizens of Maryland. As an Honors University, the campus offers academically talented students a strong undergraduate liberal arts foundation that prepares them for graduate and professional study, entry into the workforce, and community service and leadership. UMBC emphasizes science, engineering, information technology, human services and public policy at the graduate level. UMBC contributes to the economic development of the State and the region through entrepreneurial initiatives, workforce training, K-16 partnerships, and technology commercialization in collaboration with public agencies and the corporate community. UMBC is dedicated to cultural and ethnic diversity, social responsibility and lifelong learning.

**Division of Student Affairs Mission**

The Division of Student Affairs **facilitates learning** and **prepares students for success** in our multi-cultural and increasingly global society and work force.

**Residential Life Mission**

The mission of the Residential Life is to provide facilities, services, and programs that support the academic mission of the institution and enhance the quality of life for students that live on campus. Residential Life staff foster the personal, social, academic, and leadership development of resident students and prepare them to be active and responsible citizens within the UMBC community and beyond.

**Residential Life Vision**

Residential Life co-creates exceptional and innovative living-learning environments for our campus community.

**Job Summary**

As a member of the Student Affairs Division and the Department of Residential Life, the person filling this position will contribute to the mission by facilitating learning in the residence halls as an extension of the classroom, providing a safe and comfortable facility and environment for residents to live, implementing curricular and co-curricular experiences for residents and providing leadership and work experiences for students.

**Primary Duties/Responsibilities**

Reporting to the Assistant Director of Marketing and Conferences, the incumbent will be responsible for assisting with the overall administration and external relations of the Residential Life departmental marketing and conference program.

Specific duties include (1) assist with the direction and design of departmental publications, videos, marketing literature and student/staff marketing requests (2) assist with management of current and future social media sites (3) assist with planning of departmental activities and events (4) serve on departmental and university committees, as needed (5) build/create relationships with UMBC faculty/staff (departments) that generates awareness of Residential Life

(6) Assist with summer conference marketing and year round recruitment of potential conference groups through defined marketing strategies (7) Attend regular UMBC Events meetings, weekly during peak summer season (8) Recruitment and selection of summer staff members (9) Develop training schedule and materials for summer staff training weeks (10) Assist with building logistics and conference group and summer intern placement (11) Serve on the summer conference on-call duty rotation, as well as the facilities grad on-call rotation (12) Collaborate with campus partners (Dining, Campus Card, Commons, etc.) (13) Research best practices for conferences and events on the regional and national level (14) Identify vendors and services, in accordance with UMBC procurement practices, that would enhance the summer conference program (15) Provide support to the Associate Director for Facility Projects for inventory control, ongoing capital projects, and utility billing (17) Supervision of conference staff to include: lead conference assistance, conference assistance and interns (18) other duties as assigned

### **Minimum Qualifications**

Education/Experience: Earned Bachelor's degree with acceptance into a post baccalaureate graduate program at any of the USM campuses required. UMBC graduate students preferred.

At least two years of administrative/marketing/graphic work. Proficiency with Microsoft Office and computer graphic software. Experience working with social media sites and blogs. Must have excellent verbal, written, organizational, and administrative and communication skills.

### **Residential Life Expectations:**

- Maintain approximately 20 office hours per week (summer, to be determined)
- Perform all related duties as requested

**Level/Salary Grade: Commensurate with qualifications and experience, based on FLSA regulations.**

Remission is tuition for 9 credits per semester (does not include mandatory graduate student fees) and 10 meals a week (while the University is in session). Partial University of Maryland System benefits and salary for the appointment period, typically June 1 – May 31.

### **Application**

For best consideration, submit a cover letter, resume and contact information for three professional references via email (as a single PDF document) to: [RLrecruitment@umbc.edu](mailto:RLrecruitment@umbc.edu), subject line: Graduate Marketing and Conferences.

Resumes will be expected until the position is filled.

For any questions regarding position, please direct emails to [RLrecruitment@umbc.edu](mailto:RLrecruitment@umbc.edu).

**As required by the 1986 Immigration Act, be prepared to present acceptable documentation upon hire showing your identity and that you are a U.S. citizen or an alien who is authorized to work.**

**UMBC IS AN AFFIRMATIVE ACTION/EQUAL OPPORTUNITY EMPLOYER**

Please visit our web page at <http://www.umbc.edu/hr> for additional employment opportunities