Position Title: Graduate Assistant/Conferences and Marketing

Status: Graduate Assistant, 12-month appointment

Reports To: Assistant Director of Marketing and Conferences

Dates: July 1st – June 30th

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 one 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
- Attend all mandatory trainings

Salary: Remission of tuition for 9 credits per semester, or 18 credits within 12 months (does not include mandatory graduate student fees), 10-meal plan (while the University is in session). Partial University of Maryland System benefits and salary for the 12-month appointment. This position does not provide university housing.

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, subject line: Graduate Marketing and Conferences.

Resumes will be accepted until the position is filled.

Student Affairs Mission Statement: The Division of Student Affairs facilitates learning and prepares students for success in our multicultural and increasingly global society and work force.

Residential Life Mission Statement: The mission of the Residential Life Office 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 Statement: Residential Life co-creates exceptional and innovative living-learning environments for our campus community.

Residential Life Diversity Statement: UMBC is a community composed of students, faculty, and staff of different cultures, sexes, genders, ethnicities, socioeconomic backgrounds, religious affiliations, races, sexual orientations, and levels of ability. We take pride in that diversity. Each of us must do our part to encourage productive interaction and relationships among the residents who live in our residence halls and apartments. Residential Living exposes students to individuals and experiences that will help them learn about themselves and others, and how the differences and similarities they discover impact their daily lives. We believe that there is a great deal to be learned, taught, and shared by each of us.

For any questions regarding position, please direct emails wjessica@umbc.edu.

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