



MISSISSIPPI STATE UNIVERSITY™

CAREER CENTER

Marketing and Communication Graduate Assistant

12-Month | Assistantship Stipend Total - \$13,609 | MSU Starkville Campus | Montgomery Hall, 3rd Floor

POSITION OVERVIEW

The Marketing and Communication GA reports to the Associate Director for Career Services and Programs. Their duties include utilizing various communication strategies to educate Career Center stakeholders about career-related activities, services, events, and trends. The GA assists the Career Center with social media marketing techniques to increase visibility and traffic of our office, website, and social media platforms. The SMI will generate and schedule content to post on all social media platforms and monitor and maintain social media platforms including scheduling communications. Other duties for this position include creating and distributing the Center's weekly newsletter, managing office marketing requests, and co-supervising the graphic design intern.

QUALIFICATIONS

- Current, full-time graduate student at MSU with ability to start in June 2025
- Pursuing a master's degree in communication, marketing, student affairs, or related field
- An organized, strategic mindset
- Initiative to market Career Center services on social media
- Strong communication, time management, organization, research, and presentation skills
- An interest in the field of career services and/or a student-focused position in higher education as a potential career path
- Knowledge of Adobe Creative Suite and Microsoft Office 365 (Microsoft Teams)

RESPONSIBILITIES

- Develop marketing strategies and communication plans to increase student and employer engagement
- Prepare various marketing initiatives to help brand development and media presence of the Career Center and its affiliate programs (i.e., Cooperative Education & Internship Program and the Bulldog Mentor Program)
- Design and implement marketing and advertising campaigns which include brochures, handouts, posters, e-mail, digital signage, and promotional pieces
- Promote design guidelines, best practices, and standards of the University brand
- Assist in supervising the student graphic design intern
- Support the maintenance and updating of departmental public website
- Execute the production of the weekly Career Center Newsletter
- Help to maintain office-wide marketing request form
- Collaborate with Office of Public Affairs to utilize campus photo library for marketing needs

ADDITIONAL INFORMATION

Student will work approximately 20 hours per week and possess the ability to occasionally work evenings and weekends. Student should not hold other jobs or assistantships. As compensation, student will receive full tuition waiver except minimal university fees, stipend paid twice a month, and professional development funds when available. Graduate Assistants in their first year may be offered an additional year of assistantship, if agreed upon by both parties.

HOW TO APPLY

Students interested in this assistantship, can apply through the Student Affairs website at: saffairs.msstate.edu/assistantships/; be sure to select "Career Center" under "Other" on the application. Current Mississippi State students can apply at connections.msstate.edu. In addition to your application, please email your resume and cover letter to Katie Corban, at kcorban@career.msstate.edu with the subject, "CC MarComm GA Applicant."