



Graduate Assistant: Marketing & Communications

Boston College's Campus Recreation is seeking a dynamic and innovative Graduate Assistant for Marketing & Communications. This role is pivotal in supporting the Marketing and Communications Manager to devise and execute a comprehensive marketing and communications strategy. The strategy will be aimed at enhancing engagement, increasing participation across all programs, and achieving revenue objectives.

Key Responsibilities:

- Collaborate in crafting and executing a holistic marketing strategy for Campus Recreation, encompassing both overarching goals and specific programs and services.
- Generate and oversee the creation of diverse marketing materials, including graphics, videos, animations, and digital content, ensuring they are compelling and tailored to target audiences.
- Maintain and enhance the organization's presence on social media platforms such as Instagram, YouTube, Twitter, and other emerging channels, ensuring consistent and engaging messaging.
- Create promotional materials using Adobe Creative Suite or other platforms to support various programs, events, memberships, and other initiatives.
- Contribute to the creation of captivating content for the Campus Recreation website, aiming to engage current and prospective participants.
- Participate in the planning and execution of digital marketing campaigns, conduct surveys, and engage in projects aimed at boosting user engagement and participation.
- Explore and propose innovative communication strategies and tools to enhance engagement and community involvement.

Additional Responsibilities:

- Provide leadership and direction to the student marketing team, offering guidance and feedback to ensure high-quality output.
- Represent Campus Recreation at events, promoting its programs and mission.
- Undertake additional marketing or communications tasks as required.

Commitment:

- The Graduate Assistant is expected to commit 20 hours per week throughout the academic semester. Responsibilities include co-directing the Campus Recreation Student Staff Advisory Board. Availability for evening and weekend events as needed, with advance notice required for any absences.

Requirements:

- A strong interest and some experience in digital content creation, including but not limited to video production, graphic design, and social media management.
- A foundational understanding of Adobe Creative Suite (or similar creative software) is beneficial, as it's one of the tools we frequently use.
- An appreciation for storytelling through digital media, with an eye for engaging visuals and compelling narratives.



- Excellent communication skills and a team-oriented mindset. We're looking for individuals who are comfortable collaborating and contributing to a shared vision.
- A genuine interest in social media and staying abreast of the latest trends and platforms. Your enthusiasm for exploring new ways to connect and engage with our community is what matters most.
- Must be Accepted into one of the Graduate schools:
 - Woods College of Advancing Studies
 - School of Theology and Ministry
 - Boston College School of Social Work
 - Connell School of Nursing
 - Lynch School of Education
 - Morrissey College of Arts and Science
 - Carol School of Management
- For Acceptance requirements please visit <https://www.bc.edu/bc-web/admission/apply/admission-offices.html>
 - Must be enrolled in minimum 6 hours per semester (or receive special permission) to receive graduate assistantship, stipend, and tuition waivers

Stipend, Tuition, and Insurance Benefits:

- An 8-month stipend of \$14,000 for the fall and spring semesters.
- A tuition waiver of \$21,000 per academic year, with the potential for renewal based on performance and the discretion of the Campus Recreation Director.
- Professional development opportunities, including travel and certification support, subject to approval.

Application Process:

Interested candidates should submit their resume along with a portfolio or highlight reel showcasing previous work to Ryan Ericson, Marketing & Communications Manager, at ericson@bc.edu. For further information on graduate admission requirements, please visit Boston College's admission office.

This position is an excellent opportunity for individuals looking to expand their marketing and communications expertise in a dynamic and supportive environment, contributing to the vibrant BC Campus Recreation community.