Graduate Assistant
Recruitment & Marketing

This position is 20hrs/week and yields a 6-credit tuition waiver and $2500 stipend/semester. A successful applicant for this position will have excellent written and verbal communication skills, an open and engaging personality, and strong organizational skills. Duties generally include:

1. Recruitment
   - Attend and present at on-campus events (open house, job fairs, info sessions, classroom visits, etc.)
   - Provide administrative assistance for recruitment activities (e.g., recruitment reports, etc.)
   - Attend off-campus events as needed
   - Assist with answering the Graduate Studies email
   - Outreach to prospective students via email and phone

2. Event Planning
   - Assist with organizing campus events (e.g., open house, information sessions, etc.)
   - Provide administrative assistance
   - Manage re-marketing email campaigns and RSVPs for events
   - Promote events on campus, online, and via social media
   - Contact Graduate Coordinators and GAs in other departments to coordinate events and promotion

3. Social Media Management
   - Develop and adhere to a posting schedule for our different platforms
   - Maintain an active and engaging Graduate Studies Social Media presence
   - Advertise our recruitment activities via Social Media and online
   - Collaborate with SUNY New Paltz’s Social Media Manager

4. Research & Administrative Support
   - Provide online research for Graduate & Extended Learning staff
   - Provide administrative and reception assistance as needed
   - Scan and index documents as needed (e.g. application materials, etc.)

5. Documentation & Project Management
   - Update the Graduate Assistant Handbook with new procedures, tasks, etc.
   - Working with your supervisor, identify and develop either a term or year-long project that will define your experience as a Graduate Assistant.
   - Provide a weekly summary of accomplishments to your supervisor.
   - Provide an end-of-term summary of accomplishments to your supervisor and the Director

To Apply: submit a resume, letter of interest, and TAGA Appointment Request Form to gradstudies@newpaltz.edu