

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

- Familiarize yourself with all Graduate Programs offered at SUNY New Paltz
- 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
- Follow up and respond to inquiries through the Grad Studies email, telephone calls or appointments
- Speak with Prospective students about the basic admissions process and requirements

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
- Assist with building communication streams for event promotion

3. Promotion & Outreach

- Coordinate the review and approval of marketing collateral
- Maintain Marketing SharePoint with design requests and project completion
- Advertise our recruitment activities via Social Media
- Social Media Management: Create a posting schedule for different platforms. Post events, recruitment activities and messages engaging followers twice a week. Collaborate with GEL and OCM team.

4. Research & Administrative Support

- Provide online research for Graduate & Extended Learning staff
- Develop Contact Lists
- Identify comparative local programs; research
- Provide administrative and reception assistance as needed
- Scan and index documents as needed (e.g. application materials, etc.)

5. Documentation & Project Management

- 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