



## Graduate Coordinator, Marketing Position Description

**Job Title:** Graduate Coordinator (GC) - Marketing

**Start Date:** June 1, 2026

**Length of Employment:** 1 year term (June 2026-May 2027), a 2nd year appointment (June 2027-May 2028) contingent on performance evaluation, satisfactory academic progress, and conduct standards

**Department:** Student Centers & Campus Activities, Division of Student Life

**Reports to:** Assistant Director, Marketing and Student Programs

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### Position Summary:

The Student Centers and Campus Activities (SCCA) team is seeking a responsible, motivated, and flexible individual who can work in a dynamic environment to take on the role of GC for the SCCA. This position is great training for individuals who seek a career in higher education and student affairs. This position offers hands-on experience in the areas of: event planning and execution, supervision, contracting, budgeting, marketing, assessment, and evaluation. This position directly reports to the Assistant Director of Marketing & Student Programs.

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### Essential Functions:

*Welcome to our team! Below you will find all of the details about your position and departmental expectations. We look forward to working with you. This position will:*

1. Offer the opportunity to gain hands-on experience in the areas of event management, supervision, budgeting, assessment, evaluation, and more
2. This position may be altered at any time in order to meet the operational needs of the department
3. This position requires up to 25 office hours weekly
4. This position is a full-year commitment lasting from June 2, 2025-May 30, 2027; a 2nd year appointment (June 2026-May 2027) contingent on performance evaluation, satisfactory academic progress, and conduct standards

Job responsibilities will vary based on tasks and projects that need to be accomplished, but will include:

1. *SCCA Marketing Team Supervision*
  - a. Directly supervise the departmental marketing student staff, which includes graphic designers, photographers/videographers, and marketing assistants
  - b. Assist with the selection and training of all student staff, as well as assist in all payroll management

- c. Assign and oversee all departmental marketing project requests through the project management software, Trello and ensure that all deadlines are met
- d. Conduct and attend staff meetings, as needed
- e. Hold and oversee performance evaluation meetings on semesterly basis

2. *Marketing*

- a. Assist the Assistant Director in developing and administering a marketing plan to promote, enhance, and cultivate interest in the programs and services offered by the Chamberlain Student Center & Campus Activities
- b. Collaborate with professional staff on timelines for marketing strategies, promotional campaigns, & distribution
- c. Assist in the design, development, and distribution of all printed and online materials for the department
- d. Maintain and improve department's websites and social media sites (X, Facebook, Instagram, Snapchat, YouTube)
- e. Maintain promotional materials for the department and building including digital displays, bulletin boards, and an inventory of all giveaways
- f. Assist in the process/creation, as well as campus-wide distribution for semester event calendars
- g. Coordinate marketing coverage with campus media each semester including but not limited to the Rowan Television Network, campus newspaper, and campus radio
- h. Assist in the implementation of Student Center Marketing policies & processes

4. *Departmental Support*

- a. Assist with the planning of staff retreats/trainings, banquets, and all-staff meetings
- b. Serve on a departmental committee
- c. Assist with assessment initiatives and data collection
- d. Chaperone one SUP off-campus trip per semester
- e. Represent the department at all Admissions events including Open Houses & Accepted Student Receptions
- f. Assist with the planning and execution of major SCCA programs and campus-wide committees/events
- g. In the event of inclement weather, be called upon to assist in any capacity deemed necessary to support departmental operations
- h. Other duties assigned

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### **Student Learning Outcomes:**

Undergraduate students employed in this capacity are expected to gain:

1. Supervising and mentoring undergraduate students.
2. Team collaboration & communication skills.
3. Community management and conflict resolution.
4. Working with diverse student populations.
5. Experience working as a member of a high performing team in a dynamic environment.
6. Technical and operations skills, particularly in an audio-visual and facilities management environment.

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### **Minimum Job Requirements:**

**Education:**

The GC for the SCCA must possess a Bachelor's degree and be enrolled as a full-time graduate student at Rowan University. The graduate assistantship is contingent upon enrollment in a graduate program. Enrollment in a related program is preferred, however not required. This position will require some weekend and late night hours.

**Experience:**

Previous facilities and operations experience is preferred.

**Specialized Knowledge, Licenses, etc:**

Knowledge of, or ability to learn, Google Drive, Microsoft Teams, GroupMe, Creston, etc.

**Supervisory Responsibility, if any:**

Assist in the development and coordination of initiatives in the area of student/staff development including staff hiring, training, scheduling evaluation and recognition programs. Assist in the selection and training of undergraduate student employees.

**Working Conditions:**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job: Occasionally lift or transport materials weighing 40 lbs or less. Must be able to move about campus. Must be able to sit for long periods of time in front of a computer terminal. Will occasionally work outdoors and be exposed to weather conditions. The noise level in the work environment is usually moderate.

**Can this position be performed remotely? If yes, what percentage of the duties can be performed remotely?**

This is a physical presence required role. The Chamberlain Student Center and Campus Activities seeks to remain open to provide essential services for our campus residential population throughout the year, including periods when the University is otherwise closed and extreme/inclement weather events. The graduate coordinator is responsible for supporting the facilities and activities of the SCCA during extreme/inclement weather events.

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**Terms and Conditions of Appointment:**

**1. Remuneration**

- a. Full tuition waiver for masters-level graduate programs, excluding medical/professional graduate programs (in and out of state), not including fees. Funding is up to 36 credit hours during a two year term, funding beyond 18 credit hours per fiscal year will be reviewed by the Director
- b. On-campus furnished apartment in the Townhouse Community Complex
- c. \$13,500 stipend per year
- d. \$500 on your Rowan Card per semester, which can be used for books and food
- e. Professional development funds can be made available upon request per budget allotment
- f. Graduate Coordinator parking permit provided

**2. Time Commitment**

- a. This position requires up to 25 office hours weekly over 12 months. Additional employment outside of the SCCA must be reviewed and approved by your direct supervisor.
- b. Student employees of the SCCA are required to be punctual, reliable, and conscientious in the performance of all responsibilities.
- c. Any absences must be excused in advance by the supervisor.

### **3. Academic Standards and Professionalism**

- a. The graduate coordinator may not drink any alcoholic beverages or use or be under the influence of any other drugs that may diminish alertness or effectiveness while working
- b. The graduate coordinator must maintain high personal standards in behavior, appearance, and attitude, and is also expected to demonstrate professional and appropriate relationships with students and other staff members
- c. The graduate coordinator will represent University services, academics, organizations, etc., as part of the total Rowan experience in an accurate and unbiased manner, and may provide individual counseling to students
- d. The SCCA reserves the right to confirm good academic standing, GPA, and follow up with the graduate program to establish attendance verification
- e. If the graduate coordinator withdrawals from a course after late add/drop or needs to repeat a course due to academic performance, the department will not re-pay for those credits

### **4. Supervisor and Evaluation**

- a. Supervision and evaluation of the graduate coordinator will be received by their supervisor (listed above). The graduate coordinator will receive additional functional supervision from other professional staff members within the Student Center & Campus Activities (SCCA) and the Division of Student Life.
- b. Employment grievances by the supervisor will be addressed through a verbal warning(s), written warning(s), probation agreements, and/or letter of termination depending on the severity of the offense. Employment and compensation can be terminated, with or without cause, and without prior notice, at any time, at the option of the employee or employer.

### **5. Termination**

- a. The supervisor(s) may dock pay, place a staff member on probation, or terminate employment under the following circumstances:
  - i. Failure of a staff member to carry out responsibilities and/or terms and conditions of his/her employment including the following Rowan University standards:
  - ii. Three or more repeated, unreported absences from work
  - iii. Insubordination
  - iv. Breach of confidentiality
  - v. Theft or fraud
  - vi. Threatening a supervisor
  - vii. Failure to meet the standards of Satisfactory Academic Progress
- Rowan University students may also be immediately terminated from all Institutional and Federal Work Study Programs for the duration of the academic year for one of these offenses.*
- b. On-campus or off-campus conduct deemed inappropriate for a University staff member, which includes violations of Division of Student Life policies and procedures, Student Code of Conduct, Alcohol & Other Drugs policies, and/or other University policies.
- c. Funding for the position becomes unavailable, including when a student has exhausted their Federal Work Study award.

*DISCLAIMER: This is not an exhaustive list of all responsibilities, requirements, policies, and skills.*

*Employees are required to perform tasks assigned by supervisors and management reserves the right to revise the job or to require that other or different tasks be performed when circumstances change.*

## **Rowan University Division of Student Life Employment Statement**

*This position is contingent upon availability of funding as approved by the Rowan University Board of Trustees.*

*In the event of extraordinary circumstances related to the current COVID-19 pandemic, force majeure, or other circumstances beyond the control of the University, this position may be eliminated, an offer may be deferred or rescinded, or the term of employment may be modified.*

**Application Process**

Interested candidates should email a cover letter, resume, and a list of at least three references to Lauren Kuski at [kuski@rowan.edu](mailto:kuski@rowan.edu). Priority applicant review process begins February 18, 2026.

Priority application status is given to candidates who anticipate being in the role for two years.

If you have any questions, please contact Lauren Kuski at [kuski@rowan.edu](mailto:kuski@rowan.edu).

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*Applications are reviewed and interviews scheduled on a rolling basis. Offers may be made at any time after a student has been admitted to a graduate program. Candidates will be allowed a reasonable consideration period in order to weigh other graduate program and assistantship offers. We will not insist upon a response to the offer until the [Council of Graduate School's April 15th date](#) for responding to offers of financial support.*

01/05/2026