

**Position:** Graduate Coordinator (GC) – Chamberlain Student Center and Campus Activities (SCCA): Marketing

*Start Date:* June 2024

*Length of Employment:* 2 years, to be reviewed yearly

The Chamberlain Student Center and Campus Activities (SCCA) 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.

### **Position Requirements**

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. Preference is given to students enrolled in the Higher Education Administration program and who will be committed to a two-year contract. This position will require occasional weekend hours. This position requires 20-25 hours weekly in office hours. Additional employment outside of the SCCA must be reviewed and approved by your direct supervisor.

### **Job Responsibilities:**

#### *SCCA Marketing Team Supervision*

- Directly supervise the departmental marketing student staff, which includes graphic designers, photographers/videographers, and marketing assistants
- Assist with the selection and training of all student staff, as well as assist in all payroll management
- Assign and oversee all departmental marketing project requests through the project management software, Trello and ensure that all deadlines are met
- Conduct and attend staff meetings, as needed
- Hold and oversee performance evaluation meetings on semesterly basis

#### *Marketing*

- 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
- Collaborate with professional staff on timelines for marketing strategies, promotional campaigns, & distribution
- Assist in the design, development, and distribution of all printed and online materials for the department
- Maintain and improve department's websites and social media sites (Twitter, Facebook, Instagram, Snapchat, YouTube)
- Maintain promotional materials for the department and building including digital displays, bulletin boards, and an inventory of all giveaways
- Assist in the process/creation, as well as campus-wide distribution for semester event calendars
- Coordinate marketing coverage with campus media each semester including but not limited to the Rowan Television Network, campus newspaper, and campus radio
- Assist in the implementation of Student Center Marketing policies & processes

#### *Departmental Support*

- Assist with the planning of staff retreats/trainings, banquets, and all-staff meetings
- Assist with assessment initiatives and data collection
- Chaperone one SUP off-campus trip per semester
- Assist with departmental communications, including oversight and management of the weekly staff newsletter, *What's Up Wednesday*
- Assist with departmental student staff recruitment process
- Assist with the planning and execution of major SCCA programs and campus-wide committees/events, most specifically Homecoming and Hollybash
- Assist & organize departmental apparel orders
- Represent the department at all Admissions events including Open Houses & Accepted Student Receptions
- Assist in the planning for departmental representation at New Student Orientations

- In the event of inclement weather, be called upon to assist in any capacity deemed necessary to support departmental operations
- Other duties assigned

**Remuneration**

- Full tuition waiver (in and out of state), not including fees. Funding is up to 36 credit hours. Funding beyond 36 credit hours or 18 credit hours per fiscal year will be reviewed by the Director
- On-campus furnished apartment in the Townhouse Community Complex
- \$13,500 stipend per year
- \$500 on your Rowan Card per semester, which can be used for books and food
- Professional development funds can be made available upon request per budget allotment
- Graduate Coordinator parking permit provided
- Total graduate coordinator package is over \$43,000 per year

**Application Process:**

Interested candidates should email a cover letter, resume, and at least three references to Lauren Kuski at [kuski@rowan.edu](mailto:kuski@rowan.edu). Priority applicant review process begins February 16, 2024.

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

**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.*

*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.*