University of Northern Iowa

Graduate Assistant for University Communications, Copy Writing and Editing

**Position Title:** Graduate Assistant for University Relations Marketing Team

**Reports to:** Ashley Stoppel, CRM Content Manager and Maddie Allen-Kasten, Advertising Manager

**Terms of Employment:**
- For the fall semester: 20 hours per week, beginning after August 26, 2019 and ending December 20, 2019. Does not include the week of Thanksgiving Break.
- For the spring semester: 20 hours per week, beginning January 13, 2020 and ending May 8, 2020. Does not include the week of Spring Break.

**Compensation:**
- Full-time assistantship salary is: $5,284 per semester
- Half-time assistantship salary is: $2,642 per semester
- Salary is prorated on a weekly basis for late start.
- Graduate Assistants may qualify for in-state tuition and fees.
- Graduate Assistants receive University holidays and do not work during Thanksgiving Break, Spring Break, or the interims between semesters.
- For more information on the Graduate Assistantship System and procedures: [http://www.grad.uni.edu/assistantships/](http://www.grad.uni.edu/assistantships/)

**Position Description:**

**CRM Duties**
- Assist with email development, design, review and maintenance
- Monitor and analyze email marketing KPI's
- Publish email performance reports

**Advertising**
- Assists with reporting and analytics
- Facilitate ad creation by working with creative team
- Follow timelines to project manage campaigns
- Participates in monthly advertising calls with partners

**Qualifications:**
- Must be a full-time, degree-seeking student in a UNI graduate program
- Must be enrolled in nine graduate credits each semester of assistantship.
- Maintain a UNI cumulative graduate GPA of at least 3.00. A newly admitted graduate student must have at least a 3.0 GPA for undergraduate or previous graduate work of at least 8 graded credit hours.
- B.A. degree in business or communications is preferred
- Candidate must be a self-starter, organized, strong communicator and demonstrate leadership skills; must have experience working independently and in a team-oriented, fast-paced environment
- Candidate must have strong writing and marketing skills.

**Application Process and Deadline:** To apply, email the completed Application Form for Graduate Assistantship (available at [http://www.grad.uni.edu/assistantships](http://www.grad.uni.edu/assistantships)) by September 06, 2019. Please email resume, cover letter and a list of three references to madeline.allen@uni.edu.