

Graduate Assistant Posting Form*

Department Name and Location	FTE	Job Description	Qualifications	Time Period of Position	How to Apply	Deadline to Apply	Number of Positions
SIU Foundation	50%	<p>Responsible for supporting the development and implementation of our social media strategy to increase our online presence and improve our marketing and communication efforts. Develop, schedule and monitor posts within social media channels. Assist with of social media campaigns and strategies.</p> <p>Write clear, compelling copy for various mediums understanding the message the organization. Track and report on social media insights using analytics tools to gauge the success of campaigns. Assist in the creation and implementation of communication and marketing strategies.</p>	<p>Currently enrolled in a graduate program with a focus in Marketing, Communications, Public Relations, or a related field.</p> <p>Strong understanding of social media platforms and their respective participants (Facebook, YouTube, Twitter, Instagram, LinkedIn, etc.) and how they can be deployed.</p> <p>Excellent writing, editing, and communication skills.</p> <p>Detail-oriented with the ability to multitask.</p> <p>Creative with experience in identifying target audiences and opportunities for engaging content.</p> <p>Familiarity with online marketing strategies and marketing channels.</p> <p>Ability to grasp future trends in digital technologies and act proactively.</p>	05/01/2024 through 06/30/2025	Send resume to britnib@foundation.siu.edu	4/19/2024	1