Saint Louis University is a Division I university with approximately 8,000 undergraduate students (~4,000 residential), located in the heart of St. Louis, Missouri, a thriving and diverse metropolitan area. Founded in 1818, Saint Louis University follows the Jesuit traditions of educating the whole person and preparing students to make the world a better place.

The Department of Housing and Residence Life enhances the campus experience by creating an environment that facilitates the growth and development of the whole student. Housing and Residence strives to provide a safe and secure environment that fosters healthy, inclusive community-building among residents, supporting and emphasizing their academic success. Our commitment is to intentionally support the development of people for and with others through our support for the educational mission of the University and its Jesuit, Catholic heritage.

The Graduate Assistant for Marketing works closely with the Assistant Director for Assignments & Marketing to plan and execute departmental marketing initiatives. This position supervises the student marketing team. The Graduate Assistant for Marketing will spend much of their time on design work, overseeing department social media accounts, and project management.

**Essential Duties and Responsibilities**

- Design and publish promotional and informational materials for a variety of audiences and initiatives (housing assignments, admissions, student staff recruitment, educational programs, and departmental initiatives).
- Coordinate communications and written/electronic media, including social media/networking initiatives.
- Create and execute a departmental social media content calendar to ensure a steady stream of content on social media platforms that showcases the on campus living experience from various perspectives.
- Select, train, and directly supervise Live On Campus Crew student marketing street team members.
- Develop standalone marketing pieces and campaigns to educate students about major events.
- Liaise with the university’s Marketing & Communications, Sodexo, Admissions, and other Student Development marketing peers.

**Skills and Education Requirements**

- Enrollment in a graduate program at Saint Louis University is required for this position.
- Knowledge of theoretical and practical aspects of marketing, advertising, and mass communication to leverage a multi-pronged approach to content delivery required.
- Strong interpersonal skills, as well as excellent written and verbal skills.
- Copywriting and copy-editing skills are strongly preferred.
- Proficiency in Adobe Creative Suite required.
- Video editing and photography skills preferred.
- Knowledge of and experience with social media planning and management systems.
- Project management experience is a plus.
- Demonstrated ability to manage conflicting priorities required; flexibility required to change scope or shift projects as necessary.

**Remuneration**

$1,000 stipend/month, University graduate student health insurance (student only, if needed), and academic tuition credits up to $9,600 for the term of appointment.

**Application Details**

To apply, send a cover letter, resume, and at least three samples of work to Lauren Davis, Associate Director of Housing Operations at lauren.davis.1@slu.edu. Samples should be pieces that best represent your creative skill set – video, writing sample, photography, graphic design, website, etc.