



## Department of Health, Recreation & Community Services

**Position Title:** RTNL Recruitment Communication and Marketing Graduate Assistant

**Reports to:** Kathleen Scholl ([kathleen.scholl@uni.edu](mailto:kathleen.scholl@uni.edu)) & Alisa Weeks ([alisa.weeks@uni.edu](mailto:alisa.weeks@uni.edu)).

### General Terms of Employment:

- For the spring semester 20 or 10 hours per week, beginning January 16, 2024 and ending May 10, 2024. These dates might vary upon approval of the academic calendar.

### Compensation:

- Graduate Assistantship stipend is **\$2,779.00** for half-time and **\$5,558.00** for full-time per semester and may be prorated depending on start date.
- Graduate Assistants may qualify for in-state tuition and fees.
- Graduate Assistants may receive University holidays and do not work during the interims between semesters.
- For more information on the Graduate Assistantship System and procedures review <https://grad.uni.edu/faq-graduate-assistantship>.

### Position Description:

The Recreation, Tourism, and Community Services (RTNL) program at UNI is looking for a highly motivated and dynamic MA Graduate Assistant to join our team. The selected candidate will be responsible for improving the outreach of our undergraduate RTNL program by implementing effective marketing strategies and communication methods to attract potential students. This is a crucial role that requires excellent communication and organizational skills.

### Responsibilities:

- 1. Develop and Implement Recruitment Communication Strategies:**
  - Collaborate with RTNL faculty, staff, and COE academic advisors to gather information about program offerings, faculty expertise, and RTNL student success stories.
  - Create engaging and informative content for prospective students, highlighting the unique aspects of the program (Major, Minor, and Certificates).
  - Utilize various communication channels, including social media, email campaigns, and printed materials, to reach potential students, especially those who are interested in attending UNI or are new to the university.
- 2. Marketing Campaign Management:**
  - Plan, execute, and evaluate marketing campaigns to attract prospective students to the program.
  - Design visually appealing and compelling promotional materials, both digital and print.
  - Coordinate with university marketing resources to ensure brand consistency.
- 3. Event Planning and Execution:**
  - Assist in organizing and executing recruitment events, such as open houses, information sessions, and campus tours.

- Represent the program at recruitment fairs and other relevant events to engage with prospective students and provide information.
  - Attend Panther Browsing Fair and manage Admissions Daily Visits of prospective RTNL students.
1. **Data Analysis and Reporting:**
    - Track the effectiveness of recruitment strategies through data analysis and feedback.
    - Provide regular reports on the success of marketing campaigns and recruitment events.
    - Use insights to make data-driven recommendations for continuous improvement.
    - Weekly meetings with Supervisor.
  1. **Student Engagement:**
    - Collaborate with current students to create content showcasing the RTNL program's student experience.

### General Qualifications:

- Must be a full-time, degree-seeking student in a UNI graduate program
- Maintain a UNI cumulative graduate GPA of at least 3.00. First semester graduate students must have an undergraduate GPA of at least a 3.0
- Have an official transcript on file in the Office of Admissions
- Be regularly admitted without provisions to degree status in a graduate degree program
- Must meet UNI's employment eligibility

### Preferred Qualifications:

- A full-time, degree seeking student in a University of Northern Iowa graduate program
- Must be enrolled in 9 credit hours applying to the graduate degree
- Maintain a plan (and cumulative) GPA of at least 3.00
- Prefer past experience in research projects, excellent writing and communication skills, computer skills with Excel and SPSS.

### Application Process and Deadline:

To apply, submit the [Assistantship application form](#). Attach resume. Direct your application to Alisa Weeks ([alisa.weeks@uni.edu](mailto:alisa.weeks@uni.edu)).

Applications received by **October 27, 2023** will be given full consideration.

UNI actively seeks to enhance diversity and is an Equal Opportunity/Affirmative Action employer. The University encourages applications from persons of color, women, individuals living with disabilities, and protected veterans. All qualified applicants will receive consideration for employment without regard to age, color, creed, disability, gender identity, national origin, race, religion, sex, sexual orientation, protected veteran status, or any other basis protected by federal and/or state law.