**Counseling Center GA Job Description Template**

**Job Title:** Counseling Center Outreach Graduate Assistant Social Media/Marketing

**Summary of Position:** Works closely with the Outreach Coordinator to design and implement campus-wide mental health and well-being programming, as well as aid in all marketing efforts including, but not limited to, creating results-driven content, strategically managing social media outlets, developing marketing strategies, and managing the Counseling Center website. Collaborates with other Counseling Center and other University departments. This is a 20-hour-per-week, 9-month position, August 15-May 15. Some evening and weekend hours may be required. You will receive a stipend, plus a tuition benefit. More information can be found at https://www.etsu.edu/cbat/computing/graduate\_programs/assistantships.php .

**Essential Functions:**

* Assist with the marketing and promotion of Counseling Center programs and services to the campus community to increase visibility of available mental health resources, as well as to align with the Center’s Stepped Care Model
* Assist in managing marketing projects and the ETSU Counseling Center social media, emphasizing mental health and wellness topics
* Assist with the creation of written, visual, and multimedia content, to include marketing copy, photography, and video production to promote the programs within the Center.
* Maintain a working knowledge of all the programs and services provided by the Counseling Center.
* Attend and assist with campus-wide orientations, open house events, and other tabling opportunities to increase on-campus publicity and visibility through engaging with students to inform them of the programs and services we offer.
* Frequently update and maintain the Counseling Center website using OmniU to ensure accessibility and usability.
* Research other university counseling center outreach programming to generate ideas
* Promote events hosted by other units
* Increase social media engagement through strategies such as polling questions

**Other Duties:**

1. Provide administrative support to Counseling Center staff as needed and approved by supervisor.

**Qualifications:** Must be a full-time, currently enrolled graduate student. Must be competent in working with the college-age population. Previous experience in program development, event planning, peer education, marketing or communications. Must have experience with social media and graphic design. Applicant is able to comfortably and confidently provide classroom and other presentation, as we as facilitate group activities as needed. A demonstrated interest in mental health and wellness will be given a priority. Preference given to applicants in relevant academic programs such as Digital Media and Marketing. Good organizational skills and the ability to work independently and collaboratively are essential to success in this position.

**Skills:** Familiarity with Microsoft Office Suite is assumed. Previous experience with media design applications (Canva, Hootsuite, etc.) is required.