

Graduate Assistant — University Marketing  
20-Hour Per Week Graduate Assistantship  
Position Classification: (GRA)

General Description

Austin Peay State University offers Graduate Positions each academic year to assist the Director of Marketing in overall university marketing efforts.

Primary Duties and Responsibilities

The graduate assistant will assist in research, development, creation and analysis of branded marketing campaign materials, assist with auditing and editing the Austin Peay website, help to develop and execute social media strategies, and assist in compiling and reporting results of marketing initiatives.

Essential Functions

Applicants should have a background in communications, marketing or advertising and should be able to demonstrate strong verbal and written communication. Participate in planning for and implementation of marketing content creation, digital analytics, web content management, social media strategy, and Peay Mobile app communications. Must be able to meet deadlines and keep scheduled appointments with PR and Marketing staff. Assist in or direct other duties as assigned.

Qualifications

Undergraduate degree and enrollment in APSU graduate program.

Point of contact for this position: Beth Lowary

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