



COMMUNICATION/MARKETING GRADUATE ASSISTANT

HEALTH AND COUNSELING CENTER

The APSU Health and Counseling Center is soliciting applications for a communication/marketing Graduate Assistant. The GA will work closely with our professional staff to understand the marketing priorities of the Health and Counseling Center and to implement a variety of projects on behalf of the Center. This is a 20-hour per week paid position.

The Health and Counseling Center, located in the Ard Building at 524 College Street, consists of two departments, Boyd Health Services and Student Counseling Services, staffed by fully credentialed medical and mental health professionals. We are seeking the assistance of someone with strong communication and marketing skills to partner with our professional staff to bring our vision of wellness to the campus community and to help shape social norms in positive, creative, and effective ways. The ideal candidate will be a mature and talented individual with experience developing and implementing marketing campaigns through some combination of audio, video, print, social media, online, promotional giveaway, or other platforms.

Duties associated with the position

The GA will work closely with Health and Counseling Center staff to help us make good contact with the student population. In short, we want the GA to help us tell our story more effectively. Below is a basic outline of our expectations.

- A. First and foremost, we want the GA to develop a good understanding of the Center's mission and priorities. Ultimately, the GA will get to know all our professional staff, listen to them, and identify ways their operations can be supported. In addition, we expect the GA will want learn about the student population's need and, more specifically, how physical health and mental health affect academic performance and success.
- B. Become familiar with the Goves Live Well brand being used to unify and promote various wellness initiatives. Contribute to using and improving it wherever possible. Use it to promote existing initiatives, including, but not limited to:
 - Weekly initiatives (e.g., Tai Chi, Mindful Yoga, Let's Talk)
 - Monthly initiatives (e.g., themed outreach tables, Goves Live Well podcast)
 - Once per semester initiatives (e.g., event debriefings, semester reports)

- Yearly initiatives (e.g., reviewing Student Handbook & Calendar entries)
 - Ad hoc initiatives (e.g., Wellness Expo, Pet Therapy events, APSU 1000 class visits)
- C. Provide graphic design assistance for various outreach and marketing initiatives, where possible. Collaborate with any contractors or other professionals on campus that might be recruited to provide such services.
- D. Maintain the Center’s homepage and suggest improvements wherever possible. Upload and organize resources, including podcasts, YouTube videos, and other resources or information.
- E. Manage social media messaging, including, but not limited to, Instagram, Snapchat, Facebook, YouTube, Twitter, Pinterest, and Hootsuite. Write/edit content, and post pics and messages. Expand our network of organizations willing to “friend” or “follow” Boyd Health Services and Student Counseling Services on various mediums.
- F. Optimize the use of Gov Says email, PeayLink, and other internal networking resources to support Health and Counseling Center events and initiatives.
- G. Photograph events and prepare pictures for use in various marketing campaigns, where appropriate. Use Adobe Photoshop Elements (software that we own) to help organize and optimize a Health and Counseling Center photo gallery.
- H. Provide input into purchase of promotional giveaways to use in conjunction with various Health and Counseling Center events (e.g., bracelets, mugs, stress balls, etc.).
- I. Collaborate with contractors on any highly technical projects, such as video production. The Health and Counseling Center currently works with David Ellison in the Communication Department to produce podcasts, and we would welcome the GA’s participation in any aspect of those podcasts, including helping produce, record, edit, upload, archive, or brainstorm future podcasts.

Minimum Qualifications

Academic:

- Must be working toward a graduate degree at APSU.
- GPA of 3.0 or above.

Knowledge and Skills:

- Must be aware of and sensitive to diversity of students and staff.
- Strong creative vision and artistic abilities.
- Computer literate, with advanced knowledge of word processing, PowerPoint, Excel, and preferably some.
- Firm grasp of available social media platforms.
- Strong written and verbal skills, including effective interpersonal skills.
- Potential to understand the mission, vision, and values of the Health and Counseling Center and to articulate the same to students, faculty, and staff.
- Organized, able to multi-task, prioritize, and meet deadlines.

Preferred Qualifications

- Previous internship or related experience in marketing or communications.

- Involvement in campus organizations and/or clubs or relationships with the same.
- Access to a personal laptop with appropriate design software.
- Proficiency in graphic design tools.

Privacy and Protected Health Information

Given the sensitive nature of services offered at the Health and Counseling Center, the GA will be required to undergo HIPAA training and demonstrate an ability to follow strict guidelines with regard to protected health information and patient privacy before starting.

Application Procedure:

Students interested in working as a Graduate Assistant should apply through the College of Graduate Studies and notify the Director of Counseling and Health Services of their interest. Other materials may be requested of the applicant, including a cover letter explaining interest in working in the Health and Counseling Center, a current resume, and/or samples of work.

All questions pertaining to the position should be directed to:

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