Enrollment Services

G.A. Position: Enrollment Services

Department: Enrollment Services

Supervisor: Kayla Hersperger

Job Description:

The Office of Enrollment Services offers programs and services that are designed to support student recruitment, enrollment, retention, and overall success at the institution. Enrollment Services has a strong commitment to operational efficiencies, user-friendly services, technological advancements, and partnership-building experiences across campus.

The graduate assistant in the Office of Enrollment Services coordinates a variety of services and programs for the recruitment and retention of students. This person will work closely with multiple offices within Enrollment Services, including the Online Design and Communication Specialist (OCDS) and the offices of Undergraduate and Graduate Admissions, Academic Records, Retention Services, Career Education & Development, and Academic Services, as well as Academic Departments and Student Affairs.

The GA will either have knowledge of or show an interest in learning research techniques and various technologies to assist in their endeavors. A professional and outgoing disposition is essential to the success of the GA. Students from any academic discipline are encouraged to apply.

Job Functions/Responsibilities:

- Assist the ODCS in research related to student recruitment and retention, in website management, and social media in higher education
- Coordinate and organize the SRU Success Stories video series and other related video production and photography related initiatives
- Utilize an online management system to create electronic forms for SRU faculty, staff, and students
- Assist in uploading informational and educational videos to SRU webpages & YouTube for the purposes of recruiting prospective students
- Manage, organize, and respond to all emails from the official ES GA email account
- Utilize MS Excel to collect data about prospective students’ interactions with SRU on Twitter and Instagram
- Aid in the management and coordination of other related social media initiatives

Required Qualifications:

- Unconditional acceptance to a graduate program at Slippery Rock University and plans to enroll in courses full-time for **two consecutive years**
- Exceptional organizational skills
- Outgoing disposition with the ability to manage multiple groups/projects simultaneously
- Excellent written and oral communication skills
- Ability to work independently and to multitask
- Proficiency in Excel and the MS Office Suite, including (but not limited to) Word and PowerPoint
**Desired Qualifications:**

- Interest in the functions of an office focused on the recruitment and retention of SRU students
- Familiarity with using a content management system (CMS) to update information on websites
- Interest/experience in photography and/or videography
- Experience in a fast-paced office environment
- Working knowledge of Adobe InDesign & Photoshop and experience with a website application software tool

**Graduate Student Outcomes:**

- Application of research skills as applied to recruitment, enrollment, student learning and development
- Development of publications (websites, news-pieces, brochures, etc)
- Application of technology (Word, Excel, PowerPoint, Adobe InDesign & Photoshop, and website Content Management Systems)
- Use of communication skills through assistance provided to students, faculty and administrative staff at multiple levels of the institution
- Knowledge of general office procedures

**Appropriate SRU Graduate Majors:**

Any graduate major. Please indicate your program of study on your application.

**Supervisor’s Expectations:**

Flexible hours: 8:00-4:30, prefer 3-4 days a week/5-6 hours per day

**Contact Information:**

Kayla Hersperger  
Online Design and Communications Specialist  
Enrollment Services  
109 North Hall Welcome Center  
Slippery Rock University  
Slippery Rock, PA 16057  
Phone: (724) 738-4482  
kayla.hersperger@sru.edu