Job Description – Present a one paragraph description of the purpose for this position.

The UCPA graduate assistant is a key member of the Slippery Rock University communication and public affairs team with primary responsibility for: increasing the University's visibility, brand-awareness, reputation and engagement with key internal and external constituencies, stakeholders, suppliers and vendors; producing content for publications, websites and various other communication channels; and for assisting in proofreading and fact-checking functions for communications produced by the University. This position reports directly to the Associate Executive Director of Communication and Public Affairs, and has frequent direct consultation with the Executive Director of Communication and Public Affairs.

Job Functions/Responsibilities – List the duties this graduate assistant will be expected to perform.

Serve as a key member of the department in delivering strategic messaging through: media relations, public relations, public affairs, marketing, web communications, digital and print communications, social media, institutional major events (commencement, special events and licensing-driven activities), 24/7 crisis communication; participate in content creation, design and continuing development of the University's news department, ensuring adoption and integration of appropriate new technologies to maximize information delivery and client engagement. Assist in leading the institution's branding and public relations efforts in support of the University's vision.

Desired Qualifications – List the experiences and/or abilities you wish an applicant for this position to have.

The successful candidate will possess strong written and oral communication skills and knowledge of or a willingness to learn AP Style. The successful candidate must be admitted into a graduate degree program at Slippery Rock before a job offer can be made.

Graduate Student Outcomes – List the skills/abilities the graduate assistant can expect to learn in this position.
• Demonstrated team and project management, organizational and operational skills with a proven ability to handle multiple tasks and projects;
• Excellent verbal and written communication skills;
• Ability to engage and collaborate with internal and external stakeholders at all organizational levels;
• Proven proficiency and experience in proofreading;
• Content development, especially the ability to identify enterprise pieces that support the institution’s branding efforts;
• Ability to write utilizing a variety of styles to maximize a variety of communication channels;
• Writing, editing and interviewing/researching;
• Demonstrated versatile, adaptable writing styles;
• Strong communication and interpersonal skills;
• Excellent time management skills;
• Proven organizational and planning skills;
• Demonstrated attention to detail and accuracy;
• Ability to work independently and also with diverse groups of people.

Appropriate SRU Graduate Majors – List the SRU graduate programs that would be the most appropriate source of candidates for this position based on the job description and the expected learning experiences.

English (Master of Arts)
Supervisor's Expectations - List the work expectations you, as the supervisor, have for this position. Include hours to be worked and preferred work schedule.

The graduate assistant will be expected to work a minimum of 20 hours per week, which could include night and weekend hours to cover events. The work schedule will be designed to accommodate the graduate assistant's academic commitments. Office space, computers and all technology and equipment needed to perform the job will be provided.

Supervisor's address: 104 Maltby Avenue Suite 201
Slippery Rock, Pennsylvania 16057
United States

Phone Number: (724) 738–2199

Email: robert.king@sr.edu