Job Description

Position Title: Graduate Assistant for Programming and Outreach

Office: Orientation

Reports to: Director of Orientation & Commuter Involvement

Date: 2015

Primary Purpose: The Orientation Graduate Assistant (GA) position for the Office of Orientation and Commuter Involvement (OCI) reports to the Director of OCI and supports the mission of the College of Undergraduate Studies. The Orientation Graduate Assistant will directly coordinate and manage major office programs, serve as the liaison for all marketing and strategic communications to engage students and parents through our website, Parent Guide, social media, and our orientation call campaigns. This position co-advises the Commuter Student Organization, as well as two Orientation Coordinators.

Essential Job Functions:

Outreach

- Liaison with the Office of Marketing and Administrative Services, Undergraduate Admissions and the College of Nursing for all web content development and maintenance (no web design experience necessary).

- Responsible for the upkeep and development of content within the Hobsons Enrollment Management System; including but not limited to orientation invitations, reminders, confirmations and thank you emails that serve as marketing and reporting tools for orientation programs for all main campus, Regional Campus, College of Nursing undergraduate programs and online students.

- Responsible for the management of orientation registration via the office website and the coordination with the Hobsons Management System.

- Coordinate and manage the Telecenter marketing call campaign to register students for orientation.
• Directly responsible for the timely management of content for the ‘Class of’ Facebook group, all OCI social media platforms including but not limited to Facebook, Twitter and OrgSnyc, as well as other forms of media (video/photo) development.

• Work closely with the Office of Information Technology, the I-Zone, University Media Services, the Office of Student Engagement and Assessment, and various campus resources to develop and maintain content, facilitated distribution process in Blackboard and assessment for online orientation.

• Responsible for the set-up and management of orientation day of program check-in and check-out stations.

• Responsible for the annual Parent Guide publication content and weekly email parent email series.

• Work with the Office of Marketing and Administrative Services to develop and produce marketing materials for commuter programs, Shark Camp, Serve Our Sharks program, and Orientation programs.

Programming

• Co-advise the Commuter Student Organization.

• Directly responsible for the planning and execution of office programs such as, but not limited to: Shark Camp, Serve Our Sharks (SOS), and admission’s events.

• Work closely with Director and Administrative Assistant to manage orientation and other program logistics.

• Provide on-going supervision and support to a group of Orientation Coordinators through bi-weekly one on one meetings to monitor the students’ communication plan efforts.

• Assist the Director and Assistant Director in maintaining data on new incoming students and orientation attendance records.

• Assist Director and Assistant Director with the development of our Summer & Winter Orientation program and schedule, and execution of orientation programs.

• Attend all Orientation Team trainings, retreats and travel to the Southern Regional Orientation workshops.

• Assist with orientation team recruitment and selection process.

• Develop and monitor budget expenditures of assigned program budgets.

• Assist with implementation of orientation team staff development, trainings and retreats.
**Additional Job Functions:**

- Work with other divisional and campus departments to foster strong relationships with regards to orientation programming efforts, including but not limited to:
  - Collaborating with various offices within and outside of the Division of Student Affairs/College of Undergraduate Studies to provide information to new and continuing students.
  - Participate in University events and activities on behalf of the Office of Orientation and Commuter Involvement.
  - Promote and support all programs and initiatives within the Division of Student Affairs and College of Undergraduate Studies.

- Stay current on research and be a resource regarding national trends in orientation and the transitional needs of new students.

- Must embrace and exemplify the core values, commitment statements and the NSU Experience Model of the Division of Student Affairs and College of Undergraduate Studies.

- Assist with major divisional research for any and all new student affairs initiatives and programs.

- Will attend various office and major orientation committee meetings; including but not limited to Orientation Advisory Council, Central Staff Meetings, Orientation Team Trainings, and Direct Supervisor One-On-Ones.

- Assist with OCI inventory and the organization of OCI storage spaces.

- Assist with office responsibilities including answering phones, filing, and faxing, photocopying and other office duties.

- Ability to orally communicate effectively with others, and in writing.

- Continually communicate with the Director and Assistant Director about projects, events, responsibilities, and concerns. Ask for help when needed.

- Available at least 30 hours per week during established office hours. Must be flexible with work schedule – available to work during the day, evenings, and weekends. Per University policies, international students are allowed to work 20 hours.

- Maintain complete confidentiality.

- Other duties as assigned by the Assistant Director of Orientation & Commuter Involvement, the Associate Dean of the College of Undergraduate Studies, the Assistant Dean, Associate Dean, the Vice President of Student Affairs/Dean of the College of Undergraduate Studies or other staff in special project assignments.
Required Qualifications:

- NSU student pursuing a graduate or terminal degree in College Student Affairs.
- Bachelor’s degree in a relevant discipline from an accredited university must already be completed.
- Must have a valid driver’s license.

Preferred Qualifications:

- Must be extremely organized and detail-oriented.
- Would like to have someone who has demonstrated quality campus involvement at the previous institution.
- Would like to have someone who has had the opportunity to plan, promote and/or execute a campus event or program at the previous institution.
- Must have wise judgment to make good decisions, and must represent the division with integrity.
- Must be a creative, positive, helpful, student-oriented, friendly, and most important have a sense of humor.
- Must demonstrate a sense of job responsibility, initiative, energy, leadership, approachability, and maturity.
- Familiarity with Microsoft Word, Excel, Power Point, and Publisher; Email Program; Internet and basic computer knowledge.
- Ability to work independently and as a team.
- Must be able to lift twenty (20) pounds.