



# Graduate and Research Assistantships for Doctoral Students 2012-13

## DOCTORAL GRADUATE ASSISTANT SOLES ADMISSIONS AND OUTREACH

This position reports to the Director of Admissions and Outreach in the School of Leadership and Education Sciences (SOLES) and is responsible for coordinating internet-based and traditional initiatives and communications to recruit prospective graduate students to SOLES. The SOLES Office of Admissions and Outreach is responsible for recruiting and enrolling highly qualified graduate students in the fields of Leadership Studies, Learning and Teaching, Counseling, and Marital and Family Therapy. The office works closely with the university's central Office of Graduate Admissions, which is responsible for processing application materials and enrollment deposits. The Office of Admissions and Outreach consists of the Director, the Graduate Assistant and one full-time Executive Assistant, with part-time student employee support as needed.

The incumbent will implement and manage content of internet-based recruitment initiatives including, but not limited to: Twitter feeds, Facebook pages, online advertising, online chat, webinars, blogs, student profiles, mass email communications, admissions newsletters, and the SOLES admissions website. The graduate assistant will also manage the developing SOLES Ambassadors program, which connects prospective students to current students and alumni at on-campus recruitment events, and via email, online student profiles, and other social media. The graduate assistant will provide some admissions counseling support by meeting with prospective students and providing assistance during SOLES on-campus recruitment events.

### **GOALS OF THE POSITION**

- To gain extensive knowledge of SOLES graduate programs and disseminate accurate and timely information to prospective students.
- Actively support and facilitate the advancement of internet-based programs, communications and services to recruit prospective graduate students.
- Assess current trends in internet-based admissions recruiting, and develop and implement effective internet-based recruiting initiatives.

### **JOB RESPONSIBILITIES**

- Assist in development and implementation of social networking student recruitment activities
- Manage the development and growth of the SOLES Ambassadors program
- Create and distribute regular mass e-mail communications to prospective and admitted students, which may include admissions decision notifications
- Create a yearly SOLES recruiting communications calendar surrounding on- and off-campus recruitment events, program and financial aid application deadlines, and university events
- Coordinate with the SOLES web developer to develop content for and maintain existing social media feeds such as Twitter and Facebook
- Coordinate and participate in online chats, online information sessions, webinars and message boards to recruit prospective students
- Update and assist with development of admissions website
- Provide periodic reporting on social networking activities and trends
- Counsel prospective students regarding graduate programs by appointment or as walk-ins, as needed

- Assist with identifying and contacting professional organizations and associations whose members may be interested in SOLES graduate program offerings
- Assist with admission data management processes
- Attend and assist with SOLES information sessions (day of)
- Attend departmental meetings
- Maintain confidentiality regarding university policies and procedures, admissions decisions, and student data
- Additional duties as assigned

## **QUALIFICATIONS**

- Incoming or continuing student in good standing in the SOLES Ph.D. in Leadership Studies program
- Prior admissions experience preferred. Experience with marketing, advertising and/or large-scale communications a plus.
- Working knowledge of social networking, web-based programs, and website development and maintenance. Experience using Adobe Contribute, Constant Contact and/or Hobsons tools a plus.
- Ability to successfully work independently, as well as collaboratively with a wide range of individuals including department faculty, administrators, and outside vendors.
- Strong administrative and organizational skills, preferably within higher education.
- Strong communication, interpersonal skills, professionalism, and attention to detail.
- Outgoing, student service oriented personality.
- Understanding of and commitment to the mission and purpose of USD as a Catholic, liberal arts based University.
- Flexible hours. Occasionally, there are some evening and weekend work responsibilities.

**BACKGROUND CHECK:** Successful completion of a pre-employment background check is required after a contingent offer of employment is made. The contingent offer may be finalized once the background investigation has been completed and the results accepted by the university.

## **DATES OF EMPLOYMENT**

- 12 month appointment beginning August 1, 2012
- 20 hours per week

## **COMPENSATION**

- \$20,000 salary
- 15 units of tuition scholarship
- Health benefits

## **JOB APPLICATION REQUIREMENTS**

- Submit a letter of interest, resume, contact information for 3 professional references, and a sample proposal of how you would improve upon SOLES' social networking, website and web-based tools to recruit graduate students (1 page).
- Selected candidates will be contacted for interviews after the deadline in February and decisions made by early March. (phone interviews will be available)

## **TO APPLY**

Submit all documents to **by February 17, 2012 to Heather Gibb at [heatherg@sandiego.edu](mailto:heatherg@sandiego.edu).**

