

## **PR & Communications Graduate Assistant**

TSU's Public Relations & Communications Office has an employment opportunity for a graduate assistant with demonstrated experience in journalism, public relations, communications, marketing, and/or graphic design to implement PR, communications, and marketing strategies for the university.

In this position, the GA will support TSU's PR and Communications Office by creating content and graphics, managing social media outlets, and implementing marketing campaigns.

The ideal candidate will collaborate with TSU faculty and staff to collect information and develop graphics and content that will be used in feature stories, program descriptions, brochures, social media, mass emails, etc. The GA will have the opportunity to acquire short, published clips, videos, and campaign collateral for their portfolio.

### **Graduate Assistant Responsibilities**

- **Content Development:** Draft, edit, and produce content for various platforms, including e-newsletters, press releases, social media, website copy, and more.
- **Social Media.** Assist in TSU's social media campaigns to support enrollment, engage alumni, and drive donations, including content creation, graphics, scheduling, and analytics reporting.
- **Website Management:** Assist with updating webpages and reporting analytics.
- **Marketing Strategy:** Assist with developing and implementing the marketing strategy around TSU's initiatives.
- **Marketing Research:** Research trends in higher education marketing.
- Other duties as assigned. Proofreading, administrative tasks, and support.

### **Required Skills**

- Bachelor's degree in communications, public relations, journalism, marketing, or a related field with transferable skills preferred.
- Highly motivated, creative, and detail-oriented individual with a passion for connecting with TSU students, alumni, parents, prospective students, and families.
- Exceptional writing and editing skills with meticulous grammar and attention to detail.
- Thrives in a collaborative environment while connecting with faculty, students, staff, and administration to plan and execute photo/video opportunities and news stories for digital channels.

## **Preferred Skills**

*We don't expect you to have all of these, but more is definitely better!*

- **Software/Online Platforms:** Adobe Creative Suite (InDesign), CapCut, Canva, Acrobat Pro, Word, Excel, PowerPoint, Instagram, Facebook, X, Flickr, and YouTube.
- **Communications:** Content development, public relations strategy, digital communications, and videography.
- **Graphic Design:** Experience designing visually engaging graphics.