JOB DESCRIPTION

Alumni Relations Office
Website, Social Media and Communications Graduate Assistant

Position Summary:
The Alumni Relations Office’s (AR) Website, Social Media and Communications Graduate Assistant will work closely with each of the three staff in the AR office, providing support for content development, design and oversight into the new alumni online website, a range of social media sites, and other communications activities. This position focuses on enhancing alumni engagement via the web, gathering data on alumni via Facebook and LinkedIn, using social media tools to message out to alumni on activities and events, expanding AR’s communications with alumni, and other activities as required. In addition, AR GAs are all trained on Banner data entry, and will be responsible for data entry as information is collected.

The graduate assistant in this position should have a high level of tech “savvy”, a strong sense of customer service, and outstanding written and communication skills. Applicants should have an advanced knowledge of web writing, editing, data collection and management, and superior English writing skills. Attention to detail is critical, as is a strong sense of confidentiality, given the data and information the GA will have access to on a daily basis. A sense of humour, the ability to flex and adapt, and capacity to eat chocolate and cookies is essential. This position is available immediately; Federal work study is strongly preferred.

Essential Duties/ Responsibilities:

- Assist AR team in the prep and content for alumni website, including weekly updates and refreshes
- Photo and video editing an asset, especially photo editing via Photoshop, to make images web-ready
- Approve alumni on the LinkedIn site, including updating their Banner records with new location and employment details; messaging to alumni as needed during this process
- Expand AR office’s use of social media (alumni Facebook groups for global chapter, alumni LinkedIn groups and issue-specific sub-groups, Twitter, etc.), including messaging, weekly/monthly games, promotion of events and other messages
- Training on Banner data entry, including commitment to confidentiality, minute attention to detail, and a keen eye to hunt out what’s missing and gather expanded data for alumni
- Assist with development and dissemination of comprehensive program of messaging announcing the alumni website, the upcoming Reunion in 2015, alumni events, etc.
Performs other related duties as requested, including the following:

- Respond to general inquiries
- Answering main phone as needed
- Merchandise and gift item sales in campus Gift Shop
- Creating a welcoming environment to visiting students, alumni, prospective students and other campus guests as they come to the office

Knowledge, Skills and Abilities:

- Must be an excellent writer and information architect, with an understanding of the style and format of writing for web-based media
- Skilled command of grammar and spelling in English
- Must be a detailed-oriented editor, able to spot errors, broken links and improve the overall site look and feel
- Experience working on data management systems an asset
- Advanced computer skills essential: word processing, Excel, Photoshop, Twitter, LinkedIn, Facebook, etc.
- Strong commitment to customer service

Education/Experience:

- Must have experience working with people of diverse cultural and linguistic backgrounds, and working on an administrative team
- The ideal applicant will have an interest in truly making a difference in alumni engagement, want to see results of their work as part of the campus’ community, and again, like to eat cookies and chocolate (occasionally other candy too)
- Federal Work Study eligible preferred

Position is for 10-15 hours/week,

If interested, please email a resume and cover letter, with a writing sample or web sample to:
Leah Gowron/Maureen Anda
Alumni Relations
alumni@miis.edu

We can’t wait to add you to the alumni relations office team!