



Position: Graduate Assistant – Marketing and Communications
Department: Marketing and Communications

The University of Pikeville in Pikeville, Kentucky is seeking a Graduate Assistant for the Marketing and Communications Department. This position will assist in creating content for print, digital, and social media platforms, support event promotion and help implement marketing campaigns under the direction of the department's communications staff.

Responsibilities:

- Assist in writing, editing, and proofreading content for newsletters, press releases, brochures, websites, and other publications
- Design marketing materials using Adobe InDesign or Canva, including flyers, digital graphics, and social media assets
- Create and schedule social media posts across platforms (e.g., Facebook, Instagram, X, LinkedIn)
- Help maintain and update department webpages and digital content
- Capture photos and short videos for marketing purposes at events and on campus
- Contribute to email marketing campaigns, including drafting content and managing lists
- Monitor media mentions and compile analytics on social media and email engagement
- Participate in brainstorming sessions and contribute creative ideas to marketing strategies
- Perform other duties as assigned

Relationships:

Position requires daily contact with UPIKE faculty, staff, students, parents, alumni, and community in order to develop magazine content. Relationships are maintained through various modes of communication including, but not limited to, e-mail, telephone, written and person-to-person contact.

Qualifications:

- Bachelor's Degree Required
- Be enrolled full-time in a master's degree program at UPIKE and eligible for participation in the Graduate Assistant program
- Familiarity with social media platforms and digital marketing trends
- Experience with or willingness to learn tools such as Canva, Adobe Creative Suite, or CMS platforms (e.g., WordPress)
- Ability to manage multiple projects and meet deadlines
- Comfortable working independently and in a team environment

- Photography, video editing, or graphic design skills are a plus
- Proven familiarity with SEO and social media best practices
- An eye for detail along with critical thinking
- Prioritizing and multitasking

Work Conditions:

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. This position operates in a professional office environment. This role routinely uses standard office equipment.

While performing the duties of this job, the employee is regularly required to talk or hear. The employee frequently is required to stand; walk; use hands to touch, handle or feel; and reach with hands and arms. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception and ability to adjust focus. This position occasionally requires long hours and weekend work. Travel as appropriate to achieve training objectives, attend meetings, approximately minimal.

***Graduate Assistants receive tuition waivers of up to 6 hours of classes per semester, housing & a meal plan. However, if the GA does not reside on campus, then he/she will receive a monthly stipend in lieu of room & board. The meal plan covers the actual number of weeks that classes are in session during the fall, spring, and summer semesters.*

Important Notes: Resume and other application materials will be reviewed to determine if you meet the required qualifications for the position. If it is determined that you meet the required qualifications, your application materials will be used to identify a top group of the most highly qualified candidates. Please, specifically address the qualifications, competencies and desired qualifications in your resume and application materials.

The University of Pikeville is committed to providing a safe and productive learning, living and working community. To achieve this goal, we conduct background investigations for all final applicants being considered for employment. Background investigations include a criminal history record check, and when appropriate, a financial and/or motor vehicle history.

For more information about the University of Pikeville, please visit <http://www.upike.edu> . Interested applicants should complete the online application by visiting the following website, <https://www.upike.edu/offices/human-resources/careers/> .

In addition to the application, interested applicants are requested to attach to their application a letter of interest, current resume, and contact information for three to five professional references