



**APPALACHIAN STATE UNIVERSITY**  
**University Recreation (UREC)**  
**Graduate Assistant for Communications**

Appalachian State University (App State) invites interested applicants for the position of **Graduate Assistant (GA) for Communications** to become a part of the University Recreation (UREC) team as we facilitate an inclusive environment where recreation and wellness opportunities transform, engage, and care for the App State community.

The GA for Communications assists to lead the UREC department in the design and implementation of the communication strategies. This position serves on the UREC Leadership Team and reports directly to the Assistant Director of Sport Programs & Communication.

**You will succeed in this position if you are committed to**

- Advocate for diversity, equity, inclusion, and social justice.
- Build genuine connections between students to promote engaged communities.
- Be creative and innovative to invite everyone to play at UREC.
- Leading multiple groups of students with multiple projects all happening simultaneously.
- Receive and provide feedback with a growth mindset.

**Who we are**

Under the principles of Connect-Invite-Design, the Communications team strives to genuinely connect with the App State community. With these connections, we invite them to share who they are. This will assist in designing opportunities with everyone's needs in mind.

You will join a team that is creating an exciting environment, values collaboration, innovation, and inclusion,, and is welcoming to all App State students, faculty and staff. We are creating a risk-taking workplace that supports the voices and contributions of employees at all levels, listens, and responds to our community. At UREC, we believe in an equitable UREC community with opportunities for everyone with everyone. [Learn more about UREC Mission, Vision, and Values on our website.](#)

**You will have the opportunity to**

*Connect-Invite-Design*

- Coordinate and co-lead with the Assistant Director the strategic designing and implementation of department opportunities to outreach and connect with the App State community.
- Assess the outreach, marketing, publicity, and environmental impact of communication efforts.
- Design content for department website.
- Lead social media efforts for the department across various platforms and accounts,
- Work with different systems and platforms like Canva, Adobe, Scala, Fusion, and Engage.
- Work with different offices and departments across campus to generate innovative, educative, and inclusive content.
- Lead efforts for intentional presence and activity at special events.
- Design and create printing materials and digital banners for distribution and posting.
- Facilitate area signage needs and production of long-term posting.

### *Student Development*

- Collaborate with the recruitment, hiring, training, mentorship, and evaluation of student teams; in a total of 7-10 student Program Assistants, 2-3 specialists (graphic designer, photographer, etc), and 1-3 student Program Managers.
- Manage the scheduling for student staff to ensure adequate staff coverage for marketing events and daily shifts. Monitor employee shift trades and approve employee requests for time off.
- Implement a performance evaluation process with a focus on the student-centeredness approach to develop students' transferable skills and self-awareness.
- Facilitate and develop a culture of care and learning environment that contributes to building a sense of belonging that supports UREC's mission, vision, and values.

### *Equity, Diversity, and Inclusion*

- Hold self, students, and staff members accountable to departmental expectations of creating an inclusive environment at UREC through communication platforms.
- Incorporate social justice and inclusion competencies into practice through seeking to meet the needs of all groups, equitably distributing resources, and raising social consciousness.
- Maintain sensitivity to different perspectives and identities.
- Challenge cultural norms to perform change.

### *Departmental Leadership and Support*

- Participate and actively engage in the UREC Leadership Team initiatives by model UREC mission and vision.
- Contribute to department-wide initiatives and opportunities through participation in committees, work teams, and tasks to contribute to the mission of UREC.
- Establish effective and positive rapport with program staff, university personnel, students, and University Recreation users.
- Assist with monitoring the communications budget to include student payroll, advertising, promotional items, and printing.

### **At a minimum, you should have**

- Previous experience working in a communications role that includes one or more of the following: marketing, journalism, graphic design, advertising, public relations, and technical digital media (social media, digital sign, website design, video production).
- Effective verbal, written, organizational skills and the ability to work independently and as a member of a cohesive and energetic team.
- Academic requirements:
  - Unconditionally accepted into a Graduate School Program or working toward the completion of a Master's Degree at Appalachian State University.
  - Maintaining a cumulative GPA of 3.0 or above.

### **The preferred candidate will have**

- Bachelor degree with a major in a related area (Communication Studies, Journalism, Broadcast and Digital Production, Public Speaking, Public Relations, Sports Communication, and/or Mass Media/Marketing)
- Practical experience and understanding of Collegiate Recreational programs.
- Previous experience in training and supervision of employees.

- Familiarity with software and platforms of pHp Website, Social Media (Instagram, Twitter, Facebook and others), Adobe Creative Suite (especially Photoshop), blogging/writing stories, Canva, Scala and/or Engage.

### Hours

The Graduate Assistant will work on average 20 hours per week. Because of the work with students and events, there will be night and weekend work periodically.

### Salary and Benefits

- Stipend: \$9,000 per year (divided equally among the fall and spring semesters)
- In-state tuition scholarship: ~\$4,500 per year divided equally among the fall and spring semesters (final amount will be equal to approved in-state tuition)
- June and July employment is available at an equivalent hourly rate after your first year of employment.
- Professional Development Funds: \$300.00
- Parking Pass: \$276.00

### How to apply

Contact Erin Sanders, Assistant Director of Sport Programs at [sandersec1@appstate.edu](mailto:sandersec1@appstate.edu) with the following materials:

1. Current Resume
2. Statement of interest which includes reference to the minimum qualifications.
3. List of at least three professional references.
4. GPA upon graduation
5. GRE (verbal, quantitative, & writing) scores. [Exam Waiver Information](#)

Deadline to submit applications is February 28th of 2022.

Priority will be given to applications received before January 31st of 2022.

Position is open until filled.

[More information at the Graduate Assistant Preview Program \(GAPP weekend\)](#)

**This position is anticipated to start on August 1st of 2022 with the option of starting July 1st of 2022.**

Please be aware that offers for assistantship positions are contingent upon acceptance into the University Graduate School and the specific [degree program](#) you are applying for. [Varying deadlines](#) exist for all applications, and it is the responsibility of the applicant to beware of these and apply accordingly. Applicants MUST be accepted into the [Graduate School](#) before they can be accepted into the degree program of their choice.

Some commonly related graduate programs with the offered graduate assistantship:

- [Master of Arts in Student Affairs Administration \(SAA\)](#)
- [Master of Arts in Higher Education](#)
- [Master of Science in Exercise Science](#)
- [Master of Public Administration](#)
- [Master of Business Administration](#)

**More about App State University:** As the premier public undergraduate institution in the state of North Carolina, Appalachian State University prepares students to lead purposeful lives as global citizens who understand and engage their responsibilities in creating a sustainable future for all. The Appalachian Experience promotes a spirit of inclusion that brings people together in inspiring ways to acquire and create knowledge, to grow holistically, to act with passion and determination, and to embrace diversity and difference. Located in the Blue Ridge Mountains, Appalachian is one of 17 campuses in the University of North Carolina System. Appalachian enrolls more than 20,000 students, has a low student-to-faculty ratio and offers more than 150 undergraduate and graduate majors. Learn more at <https://www.appstate.edu/about/>

**More about Boone:** Boone is a college town in the best sense — a place where people say hello on the street and a vibrant downtown is just a block from campus. Its eclectic hub, known as King Street, features specialty shops, restaurants, and cultural attractions. The surrounding Blue Ridge Mountains attract outdoor enthusiasts year-round for hiking, skiing, snowboarding, mountain biking, cycling, fishing, kayaking, rock climbing, and other activities. Learn more at this [link](#)

*Appalachian State University is strongly committed to achieving excellence through cultural diversity. The University actively encourages applications and nominations of members of historically underrepresented groups.*