

Community-Engaged Leadership

APPALACHIAN STATE UNIVERSITY®

Graduate Assistant, Scholar Engagement & Marketing

Office of Community-Engaged Leadership

Position Description

The Office of Community-Engaged Leadership (CEL) engages Appalachian State University students in academic, experiential, and community-oriented programs that enhance their capacity to serve and lead in socially-responsible ways for the benefit of their local and global communities. For more information about Community-Engaged Leadership at ASU, visit: cel.appstate.edu

THE POSITION:

The Graduate Assistant (GA) for Scholar Engagement & Marketing is responsible for co-curricular program planning and execution: advising students in positional leadership roles within CEL programs; and assisting with divisional and departmental initiatives as needed.. This position will work closely with the Plemmons Leadership Scholars & general marketing needs of the team.

This position will report to an Assistant Director for CEL, join a dynamic team of 6 full-time and 7 graduate student staff, and work closely with passionate colleagues across campus. GA positions are designed to promote intentional professional and personal growth and complement academic study in college student development through concrete opportunities to apply theory to practice.

YOU'LL BE RESPONSIBLE FOR:

leadership development + community engagement

- Attend and assist with divisional and departmental initiatives as needed
- Opportunity to be a Graduate Teaching Assistant for a Leadership Studies course

advising + student development

- Advise the Plemmons Student Coordinator by assisting with planning social events, community meetings, and general communication to the group.
- Assist with coordinating the peer mentorship program for the Plemmons Leadership Scholars.

program planning + delivery

- Work with the Plemmons Student Coordinator in the event planning process including room reservations, meal planning, scheduling, transportation, speakers, etc.

marketing + outreach

- Assist with the marketing & selection of student team members
- Develop and execute marketing strategies to publicize Community-Engaged

Leadership and all of its programs to incoming and current students.

YOU SHOULD APPLY IF YOU:

- Are accepted as a full-time graduate student at Appalachian State University
Preference is given to students pursuing a career in a related field
- Have experience and interest in leadership development and advising college students
- Have experience and interest in social media & marketing
- Can show evidence of strong communication, collaboration, and organizational skills
- Have demonstrated commitment to inclusion, personal growth, and socially responsible leadership
- Have the ability to take initiative and work independently on assigned projects
- Maintain flexibility in your schedule as required for some night and weekend programs

POSITION DETAILS AND BENEFITS:

- Start Date: August 5, 2024
- 20 hours per week during academic year (August-May)
- Opportunity to renew for a 2nd year
- Assistantship Package Includes:
 - Annual stipend of \$9,000.00 divided equally among the fall and spring semesters
 - In-state tuition scholarship (or current in-state tuition cost) divided equally among the fall and spring semesters
 - Parking pass provided (\$360 value)
 - Funding for professional development experiences (i.e. conferences, training) up to \$300.00

WHO TO CONTACT:

- Ashley Vinson, Assistant Director, Community-Engaged Leadership
 - Email: vinsonab@appstate.edu
 - Phone: 828-262-4970
 - Office: 138 Plemmons Student Union