

Binghamton University – Health Promotion and Prevention Services

Graduate Assistantship - Marketing and Social Media

The Health Promotion and Prevention Program works with campus and community partners to provide support and education using a public health model. The office provides peer education outreach, programming and personal student consultations on a wide variety of health promotion and education topics, i.e., sexual health, alcohol and other drugs, interpersonal violence prevention, stress management and personal self-care. The graduate assistant will work to help support the Health Promotion and Prevention Office mission to proactively meet the health promotion and prevention needs of students through outreach and self-care management initiatives.

Responsibilities:

- Assist in the general marketing & branding efforts of the department through various outlets available on campus (Dateline, B-Line, WHRW, Pipedream, etc.)
- Design programmatic flyers and poster to distribute around campus.
- Assist in developing and maintaining departmental social media sites.
- Update social media with current events trends and facts based on research weekly
- Provide a monthly stats report about social media trends
- Attend weekly staff meeting and report on current projects
- Using current research trends create health messages to encourage students to participate in health initiatives.
- Utilize media and technology to market health messages.
- Assist with photographing and/or videotaping/editing departmental activities and events.
- Work with staff (University Counseling Center, Decker Student Health Services Center, Health Promotion and Prevention) on special projects that require marketing and/or publicity.
- Assist with Healthy Campus Initiative.

Qualifications:

- Preference will be given to candidates with a bachelor's degree in marketing, communications, journalism or a related field.
- Must be accepted into a Binghamton University graduate program for the 2019-2020 academic year.
- Demonstrate experience with managing social media platforms including Facebook, Twitter, YouTube, blogs and/or web design required.
- Prior experience in creating relevant content and engaging in direct dialogues with the social community preferred.
- Ability to collaborate and communicate with other offices on campus.
- Computer proficiency with OmniUpdate, Final Cut Pro X, Adobe Photoshop, InDesign & Illustrator is preferred.
- Strong communication, organizational, administrative and decision-making skills.
- Ability to prioritize and handle multiple projects.
- Candidates with previous experience in social media, graphic design, campus branding, digital photography/video for an organization will be given first consideration.

Stipend:

This assistantship includes a base stipend for the academic year of \$10,000, paid biweekly. This position is represented by the Graduate Student Employees Union (GSEU) and the stipend includes all potential union-negotiated raises applicable for the academic year. Twenty hours of work per week is expected.

To Apply:

Persons interested should submit the general application on the [Student Affairs website](#). Questions related to this position should be directed to Gabe Osterhout in the Health Promotion and Prevention Services Office at (607) 777-4870.