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.