



Marketing and Communication Graduate Assistant

12-Month | Assistantship Stipend Total - \$13,609 | MSU Starkville Campus | Montgomery Hall, 3rd Floor

POSITION OVERVIEW

The Marketing and Communication Graduate Assistant reports to the Associate Director for Career Services and Programs. This role uses a range of communication strategies to inform Career Center stakeholders about career-related services, events, activities, and emerging trends. The GA supports the Center's social media marketing efforts by developing techniques to increase visibility and drive traffic to the office, website, and social media channels. Responsibilities include generating and scheduling content across all platforms, as well as monitoring and maintaining those platforms and their communication. Additional duties include producing and distributing the Center's weekly newsletter, managing internal marketing requests, and co-supervising the graphic design intern.

QUALIFICATIONS

- Current, full-time graduate student at MSU with ability to start in June 2026
- Pursuing a master's degree in communication, marketing, student affairs, or related field
- An organized, strategic mindset
- Initiative to market Career Center services on social media
- Strong communication, time management, organization, research, and presentation skills
- An interest in the field of career services and/or a student-focused position in higher education as a potential career path
- Knowledge of Adobe Creative Suite and Microsoft Office 365 (Microsoft Teams)

RESPONSIBILITIES

- Develop marketing strategies and communication plans to increase student and employer engagement
- Prepare various marketing initiatives to help brand development and media presence of the Career Center and its affiliate programs (i.e., Cooperative Education & Internship Program and the Bulldog Mentor Program)
- Design and implement marketing and advertising campaigns which include brochures, handouts, e-mails, posters, digital signage, promotional pieces, and website content as needed
- Promote design guidelines, best practices, and standards of the University brand
- Assist in supervising the student graphic design intern
- Support the maintenance and updating of departmental public website
- Execute the production of the weekly Career Center Newsletter
- Help to maintain office-wide marketing request form
- Collaborate with Office of Public Affairs to utilize campus photo library for marketing needs

ADDITIONAL INFORMATION

Student will work approximately 20 hours per week and possess the ability to occasionally work evenings and weekends. Student should not hold other jobs or assistantships. As compensation, student will receive full tuition waiver except minimal university fees, stipend paid twice a month, and professional development funds when available. Graduate Assistants in their first year may be offered an additional year of assistantship, if agreed upon by both parties.

HOW TO APPLY

For Current Mississippi State Students: Apply at connections.msstate.edu.

For Prospective Graduate Students: Email your resume and cover letter, Katie Corban at kcorban@career.msstate.edu with the subject line: "MarCom GA Applicant".