



JOB DESCRIPTION TITLE: Graduate Assistant, Creative Media (CSE)

DEPARTMENT: Center for Student Engagement

Responsible to: Coordinator of Communications and Initiatives

Organizational Classification: Graduate Assistant

FLSA Classification: Non-exempt

The following statements are intended to describe the general nature and level of work being performed. They are not intended to be construed as an exhaustive list of all responsibilities, duties, and skills required of personnel so classified.

I) Summary of Responsibilities: The Graduate Assistant, Center for Student Engagement will provide support to the Coordinators and Directors for the implementation and publication of all events within the Center for Student Engagement. Work closely with all areas of the department to relay a consistent and thoughtful message including but not limited to web site management, written materials, social media, video production and promotional materials. Partner with all members of the CSE to implement programming initiated by the CSE. Collaborate with other campus departments and provide administrative support to the Center for Student Engagement. This position reports to the Coordinator of Communications and Initiatives.

II) Essential Responsibilities: (These essential responsibilities are those the individual must be able to perform unaided or with the assistance of reasonable accommodation.)

A. Communications

1. Creating knowledge of life on campus and opportunities for connection and belonging through the CSE.
2. Collaborate with all areas of the CSE to effectively and creatively develop a sense of belonging and connection through our branding and media platforms.
3. Partner with areas throughout Student Development and the College to effectively promote a holistic and healthy lifestyle for students.
4. Create engaging, collaborative, and unifying social media content for the department, including but not limited to, video editing, graphics creation, and social media management.
5. Advertise CSE programming through management of the online calendar, Stall Talk poster, Happenings Wall, social media content and other creative outlets.
6. Work with Marketing on promotion of activities and events
7. Educate and empower Student Leaders to create engaging and connecting content for our students.

B. Creative Programming

1. Engage students in programming that facilitates student affinity, belonging, and success.
2. Assist in implementing small and large student activity events.
3. Work cooperatively with Student Development to help with retention through strategic programming.
4. Be 'on' for two weekends per month hosting student events.
5. Assist in the development and implementation of Welcome Week, Winter Orientation, Summer Orientation, and Learning & Transition (L&T).
6. Manage finances and budget appropriately for campus events.
7. Disciple students and encourage their development as leaders and followers of Christ.

C. Contribute to the Center for Student Engagement and Student Development Teams

1. Attend required trainings and meetings.
2. Meet regularly for supervision with the Director of the Center for Student Engagement.



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3. Meet regularly with the Center for Student Engagement team and be an active member of the Student Development staff.
4. Assist the CSE office staff with administrative tasks, including but not limited to office coverage, answering phones, paperwork, injury reports, database maintenance, general office communications.
5. Adhere to Geneva policies, procedures, and expectations.
6. Additional areas of focus could include:
 - a) Coordinate leadership initiatives such as the Golden Leadership Awards or the BETA program (leadership development initiative for first-year students).
 - b) Facilitate an umbrella structure for clubs and student-led organizations, including working consistently with club officers and advisors to create ongoing systems to help clubs thrive.
 - c) Facilitate student learning at transformational experiences such as Leadership Together and Jubilee.

D. Supervision

1. Supervise student employees to include interviewing, hiring, training, planning, assigning, and directing work, coaching, appraising performance, addressing complaints, and resolving problems.
2. Train students in task performance, professionalism, and risk management.
3. Must have a mindset of mentoring students under supervision. Should be able to lead in a way that sets a good example, promotes teamwork, and encourages a positive, efficient work environment.

E. Performance Development Areas

1. Communication in verbal and written form.
2. Technical knowledge related to the fundamentals of the profession.
3. Teamwork, collaboration, and cooperation.
4. Display initiative, interest, and motivation.
5. Show adaptability and flexibility.
6. Display good judgement in stewardship of resources and safety management.

F. Other Duties as Assigned

III) Exhibits behavior that is consistent with and supportive of Geneva's mission, vision, and core values:

- A. Geneva Mission Statement:** Geneva College is a Christ-centered academic community that provides a comprehensive education to equip students for faithful and fruitful service to God and neighbor.
- B. Vision Statement:** Geneva College will inspire students to integrate faith in Christ into all aspects of life in the real world, and to serve faithfully within their callings for Christ and Country.
- C. Core Values:**
 - 1) Serve with grace.
 - 2) Pursue Godly wisdom.
 - 3) Foster academic strength.
 - 4) Engage culture faithfully.
 - 5) Inspire vibrant hospitality.
 - 6) Honor one another.

IV) Job Requirements – Administrative:

- A. General:** Individuals must possess the knowledge, skills, and abilities listed or are able to explain and demonstrate that they can perform the essential responsibilities of the job, with or without reasonable accommodations to safely perform the essential responsibilities of the job.



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- B. Physical:** Must be able to perform the following: talking, hearing, and seeing. Must have sufficient manual dexterity to be able to demonstrate baseball skills and operate all office equipment including, but not limited to: computers, copy machines, and telecommunications devices.
- C. Confidentiality:** Individuals must recognize that management of data, including personal information, grades, budgets, programs, and policies is necessary to the operation of the College. Such information must be kept private and confidential for the protection of the College and to obey Federal and/or State laws. Should there be doubt as to whether a certain matter is to be protected, it should be discussed with your supervisor before making a disclosure.
- D. Mental:** Must be able to reason, analyze, prioritize, conceptualize, make judgments, and solve problems.

V) Qualifications:

A. Minimum:

1. Must be accepted into and/or enrolled in Geneva's Master of Arts in Higher Education program.
2. Education/Certification: Bachelor's Degree
3. Experience: 1-2 years of undergraduate student experience in student leadership or other student development-related area.
4. Skill/Abilities:
 - a) Social media content development
 - b) Operate a PC, proficient in Microsoft Office products including Outlook.
 - c) Self-motivated and work independently.
 - d) Ability to relate and work professionally with a diverse student population.
 - e) Articulate your personal relationship with Jesus Christ.
 - f) Have strong verbal and written communication skills, including communication such as email, text, etc.
 - g) Ability to promote ideas and involvement opportunities.
 - h) Maintain complete and accurate files and records.
 - i) Organizational and time management skills.
5. Must be able to work nights and weekends.
6. Christian Commitment: eligible candidates must be a thoughtful and articulate Christian and an active member of a Protestant evangelical Christian church. Preference will be given to candidates who support and have an articulate understanding of the Reformed faith. The individual must understand and support the College's "Foundational Concepts of Christian Education" by expressing an evangelical Christian profession of faith and demonstrate the ability to integrate a Christian perspective in their work.

B. Preferred:

1. Experience: a repertoire of social media content development, Canva, video editing
2. Skills/Abilities:
 - (1) Video Editing
 - (2) Canva and/or Adobe Suite
 - (3) Have a valid driver's license and insurable status with a willingness to travel off campus.

Compensation Details: The Graduate Assistant position is a 10-month appointment beginning in August and ending in May, with the option for renewal, and includes a tuition discount and stipend. Graduate assistants must maintain at least six (6) hours of graduate-level credit per semester to be eligible.



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EOE Statement: Geneva College does not discriminate in hiring or in terms and conditions of employment based on an individual's race, color, sex, age, disability, or national origin. As a Christian college rooted in the evangelical and Reformed tradition and governed by the Reformed Presbyterian Church of North America, compliance with Geneva's Christian views is considered a bona fide occupational qualification under Sections 702 & 703 of Title VII of the 1964 Civil Rights Act as amended and will have a direct impact on employment consideration.

Application Process: Interested applicants should send PDF packet of a cover letter, resume, statement of faith, and names with contact information for three references to Judy Willson, Director of Graduate and Online Admissions via email (judy.willson@geneva.edu) or submit their application packet electronically through the Graduate Assistantship application portal (https://apply.geneva.edu/portal/grad_assistantships).

Applicants must start an application for their master's program before applying for a graduate assistant position or be currently enrolled in the Master of Arts in Higher Education degree program. Go to Geneva.edu (https://apply.geneva.edu/portal/applynow/grad_apply) to begin a master's degree application.