Graduate Assistantship in the Division of Lifelong Learning (UMaineOnline)

The Division of Lifelong Learning (DLL) at the University of Maine serves learners across the student lifespan. DLL learners have diverse academic and professional backgrounds -- graduate and undergraduate students, non-degree students, students from other University of Maine System institutions, transfer students from in-state and out-of-state institutions, employees and employers from Maine-based and regional businesses, UMaine and the University of Maine System faculty and staff.

A graduate assistantship in DLL can be an excellent opportunity for a UMaine graduate student to:

- Gain experience in marketing and communications
- Gain project management skills
- Experience various aspects of online and lifelong learning program development
- Get exposure to student advising center operations
- Gain experience with electronic student information systems
- Have an opportunity to develop and maintain collaborative relationships with UMaine
- Administrators, faculty, staff, and students
- Develop familiarity with policies and protocols in higher education

Primary Responsibilities:

The Division of Lifelong Learning is looking for a graduate assistant with skills in one or more of the following areas:

- Marketing including social media (content marketing, Facebook, LinkedIn, Instagram)
- Help coordinate, design, and develop marketing materials, including graphic designs for newsletter, website posts, social media and a variety of other media
- Digital marketing and analytics
- Video production and photography
- Written communications
- Project Management
- Respond to general inquiries and requests for information from faculty, staff, prospective and current students, and external contacts via email, phone, CHAT and in person
- Assist with the recruitment of new online students with a primary focus on online undergraduate and graduate programs – including professional representation of the University of Maine at selected in-person and virtual fairs and informational events.
- Student data collection (enrollments retention, graduation) and learning analytics
- Market research
- Student support, recruitment, and retention research
- Website development/updates
Qualifications:

- Outstanding oral and written communication skills
- High level of motivation, flexibility, creativity, initiative, and tact
- Technological fluency and capability to develop new technical skills
- Familiarity with Google applications
- Experience collecting and analyzing data
- Research skills and critical thinking
- Capacity for collaboration with DLL/UMaineOnline team to meet weekly tasks and goals
- Ability to present work to the team and respond to clarification questions
- Respond and adjust to professional feedback in a timely fashion
- Basic graphic design abilities – including familiarity with Adobe software, preferred
- Customer service experience, preferred

Position Salary and benefits:

- 9-month Stipend
- 18 credits of tuition for the Academic Year
- ½ of the full cost of the University of Maine Health Insurance Policy for GAs

*There is the potential for an additional summer assignment with this position depending on summer enrollment and negotiated terms.

To Apply:

Applicants should submit application information to Amanda Cupps, Senior Online Advisor

- Resume
- Cover letter stating why they are interested in the position (including past job experience).

For additional information and questions contact: Amanda Cupps @ 207.581.3452 or amanda.cupps@maine.edu