

## **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