Assistantship Job Description: Department of Art and Music

Description/Responsibilities:

The Department of Art and Music seeks a Graduate Assistant with marketing experience to develop a social media plan for the department to increase the visibility of our undergraduate and graduate programs. The department is accredited by the National Association of Schools of Art and Design and offers the Bachelor of Arts in Art History and the Bachelor of Arts in Studio Art with concentrations in Art Education, Ceramics, Graphic Design, Illustration, Painting, Printmaking, and Sculpture. We also offer various graduate degrees in Art Education leading to the professional and initial K-12 certification.

We seek an individual who has significant experience with social media to help us develop and actualize a plan to reach our target audience for our program offerings. This position will work closely with faculty who will help identify our strengths and help craft a message to effectively conduct a social media campaign to reach potential undergraduate and graduate art students as well as art educators who might benefit from both the professional development opportunities we offer as well as our M.Ed. program.

Specific duties will include:

• Design a marketing plan and identify needs for associated recruitment material;

• Research comparable programs and determine what makes our program unique and attractive to students;

• Improve communication with alumni and prospective students to create a greater awareness of our programs;

• Interview current students to better incorporate why they chose FSU in our future marketing efforts;

• Work with the Department Chair, Graduate Studies Coordinator, and Faculty to identify strengths and craft a plan to better market our programs.

This Graduate Assistant will report to the Chair of the Department of Art and Music.