Assistantship Job Description: Arts and Ideas

The graduate assistant will help market and develop the Arts & Ideas program with a student’s perspective in mind. The Arts & Ideas program is intended to expand and enrich the minds of the FSU community through creative and intellectual experiences from diverse perspectives. The program supports various events throughout the campus and provides an environment where many faculty, staff, and students discuss social, political, and systemic issues and help us to diversify our perspectives. In the past, the organization and advertisement of the program was actively engaged more by faculty and staff and less by students. This led to the recent creation of a student committee for Arts & Ideas, with which the designated graduate assistant will work to better understand students’ needs from the program and develop marketing strategies to bring more student audiences for the events conducted by Arts & Ideas. Individual must work with other Arts & Ideas student committee members, as well as the Arts & Ideas program director and other faculty. The graduate assistant will collect and analyze survey data from students to develop the Arts & Ideas social media marketing campaign. The graduate assistant, working in collaboration with the faculty, staff, and student members of the committee, will help enhance the committee’s understanding of students’ perspectives and needs and facilitate marketing strategies that are more student-friendly, such as through social media Instagram and Tiktok accounts. With their help, the program will become much more well-known among the students.