



Job Title: Graduate Assistant for Marketing
Department: Residence Life and Housing
Reports to: Assistant Director of Operations

Summary

Help tell the story of life in The Forest, our undergraduate residential experience at Wake Forest University. Working with Residence Life and Housing's Assistant Director of Operations, the Graduate Assistant for Marketing will help to plan and produce photo and video content featuring residential communities, programs, and student experiences. You'll own assigned projects from concept through delivery, contribute ideas to our content calendar, and review how published work connects with students. This is an opportunity to build a portfolio of approved work while gaining hands-on experience in visual storytelling and university marketing.

Compensation and Benefits: This position offers an hourly rate of \$14.50, paid biweekly, for up to 10 hours per week over a period of up to 10 months. There may also be opportunities for additional hours during the academic year and when classes are not in session, as well as the opportunity to return to the role for the following academic year.

Residence Life and Housing also provides access to video and camera equipment, along with creative tools and editing platforms such as Adobe Creative Cloud and Canva.

Work Schedule:

Must be available some evenings to attend programs and special events. Some flexibility in scheduling is expected based on department programming.

Work Location:

Position duties are performed on-site and in person within Wake Forest's residential communities and at Residence Life and Housing programs and events.

Essential Functions

- Assist in developing a monthly content calendar that highlights the residential experience and support RLH priorities.
- Capture high-quality photo and/or video content at Residence Life and Housing programs, events, and within residential communities.

- Edit and prepare photo and video assets for use across RLH marketing and communication channels.
- Independently manage assigned content projects from planning through completion.
- Organize and maintain photo and video assets in designated shared folders and systems.
- Ensure content aligns with Wake Forest University and Residence Life and Housing brand guidelines.
- Positively represent Residence Life and Housing and Wake Forest University when interacting with students, staff, and campus partners.

Learning Outcomes

At the conclusion of this position, the Graduate Marketing Intern will be able to:

- **Create Content:** Produce, edit, and organize high-quality photo and video content that supports marketing and communication goals.
- **Apply Marketing & Communication Principles:** Apply principles of marketing, communications, and audience engagement to develop content that effectively communicates the residential experience.
- **Manage Projects:** Independently plan and manage assigned content projects, communicate project progress, and meet established deadlines.
- **Develop Creative Strategies:** Identify opportunities to tell compelling stories about the residential experience and develop creative content ideas that support department priorities.
- **Apply Professional & Brand Standards:** Demonstrate professionalism when representing Residence Life and Housing and apply established university and department brand guidelines to visual content.
- **Use Digital Media Technology:** Develop proficiency in photography, videography, editing, and digital communication tools to create and prepare content for marketing initiatives.

Qualifications, Expectations, and Eligibility Requirements

- The position requires strong communication skills, attention to detail, professionalism, and the ability to represent Residence Life and Housing and Wake Forest University appropriately.
- Experience with photo and video editing is preferred.
- Enrolled as a full-time student in an eligible graduate studies program at the time of employment.

- GAs must maintain good academic and disciplinary standing with the University throughout the duration of employment.
- Please note, students in the following programs are not eligible for employment in the Graduate Assistant position, without prior written approval from their program director:
 - Master Teaching Fellows
 - Management
 - MALS
 - First-year Law School
 - Medical School