

PERFORMING ARTS MARKETING AND COMMUNICATIONS GRADUATE ASSISTANTSHIP

The CLAS Marketing and Communications team is accepting applications for a graduate assistant that will offer outreach and promotional support across multiple platforms for the School of Music, Department of Dance, Department of Theatre Arts, and the UI Office of Performing Arts and Engagement.

Once trained, and with ongoing mentorship, the assistant will work with the marketing and communications team to promote UI performing arts initiatives.

Duties include, but are not limited to:

- Writing and posting/sharing news items for websites and social media
- Creating and posting social media content, which may include the coordination of Instagram takeovers or similar student-focused video storytelling
- Community outreach and engagement
- Compiling and distributing email alumni newsletters
- Updating, creating, and distributing flyers, brochures, other promotional materials
- Brainstorming and creative conceiving for promotional campaigns
- Preparing student/faculty/staff features for various platforms
- Communicating among Performing Arts departments and with other campus partners about promotional needs and cross-promotional opportunities
- Photography and/or videography
- Academic outreach to help connect performing arts productions with curricular engagement opportunities

The GA will work 20 hours per week and will be supervised by the marketing and communications manager. Specific responsibilities will be determined by the individual's existing areas of strength and interest for growth and skill development.

An ideal candidate should be:

- Creative and innovative
 - Community-minded
 - Self-motivated and able to work independently
 - Able to meet deadlines
 - Ready to use cloud-based tools for communicating, sharing files, tracking projects
 - Communicative and responsive in a hybrid work environment
 - Receptive to constructive feedback and direction
 - Eager to learn and try new things
 - Knowledgeable about, and committed to diversity, equity, and inclusion
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