Binghamton University – Health Education/Health Promotion and Prevention Services
Graduate Assistantship - Marketing and Social Media

The Health Education program works with campus and community partners to provide support and education using a public health model. The office provides peer education outreach, programming and personal student consultations on a wide variety of health promotion and education topics, i.e., sexual health, alcohol and other drugs, interpersonal violence prevention, stress management and personal self-care. The graduate assistant will work to help support the Health Education Office mission to proactively meet the health promotion and prevention needs of students through outreach and self-care management initiatives.

Responsibilities:
  o Assist in the general marketing & branding efforts of the department through various outlets available on campus (dateline, b-line, Pipedream, etc.)
  o Design programmatic flyers and poster to distribute around campus.
  o Assist in developing and maintaining departmental social media sites.
  o Update social media with current events trends and facts based on research weekly
  o Provide a monthly stats report about social media trends
  o Attend weekly staff meeting and report on current projects
  o Using current research trends create health messages to encourage students to participate in health initiatives.
  o Utilize media and technology to market health messages.
  o Assist with photographing and/or videotaping/editing departmental activities and events.
  o Work with staff (University Counseling Center, Decker Student Health Services Center, Health Education) on special projects that require marketing and/or publicity.
  o Assist with Healthy Campus Initiative integration into Health Education Office programming.

Qualifications:
  o Preference will be given to candidates with a bachelor’s degree in marketing, communications, journalism or a related field.
  o Must be accepted into a Binghamton University graduate program for the 2017-2018 academic year.
  o Demonstrate experience with managing social media platforms including Facebook, Twitter, YouTube, blogs and/or web design required.
  o Prior experience in creating relevant content and engaging in direct dialogues with the social community preferred.
  o Ability to collaborate and communicate with other offices on campus.
  o Computer proficiency with OmniUpdate, Final Cut Pro X, Adobe Photoshop, InDesign & Illustrator is preferred.
  o Strong communication, organizational, administrative and decision-making skills.
  o Ability to prioritize and handle multiple projects.
  o Candidates with previous experience in social media, graphic design, campus branding, digital photography/video for an organization will be given first consideration.

Stipend:

This assistantship includes a base stipend for the academic year of $9,400, paid biweekly. This position is represented by the Graduate Student Employees Union (GSEU) and the stipend includes all potential union-negotiated raises applicable for the academic year. Twenty hours of work per week is expected.
To Apply:

Graduate Students interested in this position should submit the general application on the Student Affairs website, a resume, letter of interest summarizing qualifications and relevant experience, and three (3) references with contact information (preferably at least one on-campus reference) to Bridget McCane-Saunders at bmccane@binghamton.edu.

For questions related to this position, please call Bridget McCane-Saunders in the Health Education Office at (607) 777-2254.