



Graduate Assistant Position
Richard M and Helen DeVos Center for Entrepreneurship & Innovation

ABOUT

Richard M. and Helen DeVos Center for Entrepreneurship & Innovation (CEI), in the Seidman College of Business, is dedicated to developing best practices in entrepreneurship education and community engagement that enhance and impact the creation of new ventures and opportunities.

The Center fosters interaction within various workshops and seminars, as well as through coordination of programs with local business organizations. The center is a catalyst in the cross-disciplinary development of research and action throughout the university and the West Michigan community serving to bring business and non-business faculty and students together to foster the transfer of ideas into commercialized ventures.

CEI is committed to creating and being a champion for a vibrant entrepreneurial ecosystem in West Michigan. CEI is focused on catalyzing four key areas: Cultivating Culture, Developing Talent, Strong Support Services, and Access to Capital.

TITLE

CEI Graduate Assistant

TERM

The stipend is \$8,000 per academic year (\$4000 per semester), a tuition waiver, and a parking permit. This is a 20 hour per week position open to full-time graduate students. The tuition waiver covers no more than 18 graduate credit hours for the academic year (9 credits fall, 9 credits winter). The assistantship is a one-year term that begins on August 26, 2024, and ends on April 26, 2025. Renewal for another year is possible upon successful completion and review at the end of the year.

RESPONSIBILITIES

Entrepreneurial Tutoring and Business Model Development: 35%

Assist the CEI Director with the Business 101 class and other Entrepreneurship related course by serving as a mentor and coach to student teams. Teach assigned lessons and present information as provided the faculty member. Facilitate and lead group discussions. Assist undergraduate students with their entrepreneurial course work and business pursuits. This includes but is not limited to market research, patent searches, strategic planning, team building, business model canvas generation, and pitch practice. The assistant will be available for walk-ins during designated office hours.

Design and Deliver Training and Educational workshops: 25%

The GA will assist in develop and conducting training workshops, events and educational content designed to inform the community and small business owners about the program. Create videos, digital content, handbooks, and other materials and resource to train LendGR student consultants. Facilitate in person and virtual workshop sessions. Develop and implement systems within the program to standardize processes and work in collaboration with the Director to achieve these tasks.

Market Research and Analysis: 30 %

The GA will assist in conducting market research for the LendGR program, a technical assistance program that provides small businesses with tangible business solutions such as business plan development, and market research insights to help improve the support landscape for microbusinesses so that they can grow. The GA will serve as a client engagement leader and provide ongoing program research and development. Perform market research for clients to provide accurate and latest trends related to demand, consumer behavior, sales, growth opportunities etc. Review and analyze business plans and financial statements for the LendGR clients.

Marketing and Project Management: 10%

Assist with the coordination and management of all aspects of marketing planning, promotion, public relations, and marketing research in support of CEI's programs and initiatives. Assist in creating novel strategies to market CEI programs to varied target markets. Assist the Director in developing, executing surveys and evaluating results, and writing reports. Create content for CEI's newsletter & magazine. Assist with duties necessary for planning and coordinating special events and programs such as the Idea Pitch Competition, Accelerate Michigan, JumpStart and others.

ELIGIBLE STUDENTS

- Fully admitted to a GVSU graduate program
- Must be enrolled in minimum of 9 credit hours per semester
- In good academic standing.
- Preference for students enrolled in the MBA program.

QUALIFICATIONS

- Must be a highly creative and motivated individual.
- Must be comfortable juggling multiple priorities and deadlines.
- Knowledge and experience in the advertising, communications, and/or public relations fields
- Experience in new product and/or business development is preferred.
- Understand how to communicate professionally in writing, on the phone, and in person.
- Experience working with culturally, linguistically, and economically diverse communities.
- Strong interpersonal and teamwork abilities
- Must be proficient in Microsoft Office. Familiarity with graphic design software and online content management systems a plus
- Excellent technical and project management skills.
- Ability to work independently after initial instructions, and also to promptly ask questions when clarification/direction is needed.
- Ability to think critically and problem solve.
- Ability to work occasional night events.

ORIENTATION

Orientation will be held the first week of employment. Appropriate training and guidance will be provided by the Director of the Richard M. and Helen DeVos Center for Entrepreneurship & Innovation.

All graduate assistants at GVSU are required to complete the Graduate School's New GA Orientation. This will be held on Friday, August 23, 2024, 3:00-4:00pm in Loosemore Auditorium on the Pew campus.

WORKSTATION

The student will have access to a computer and will be provided with a workspace in the Center for Entrepreneurship & Innovation at the Seidman College of Business.

CONTACT INFORMATION

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