**2015-2016 Graduate Assistantship Position Description**

**College of Community and Public Service Dean’s Office**

**Title:** Visual Communication Design Graduate Research Assistant (20 hours per week).

Full-time graduate students in applicable degree programs (e.g., Marketing, English, Communications, Art, Higher Education, Public Administration, Business) are eligible to apply. The position begins August 2015 and ends April 2016. The GA earns a stipend of $4,000 per semester and corresponding (9 credit hours per semester) tuition waiver.

**Context of the Work:**

The College of Community and Public Service (CCPS), as the name suggests, is highly engaged with our local and regional communities. As a result, our communications tools need to speak to internal—more academic—audiences as well as our community partners. Through its programs, CCPS offers high-quality, progressively challenging community engagement opportunities that enhance students’ learning, develop the high-level abilities employers are seeking, and increase civic responsibility.

In addition, the CCPS Dean’s Office hosts the Office for Community Engagement, which serves the entire university. This office is now beginning to function along with three other university offices as anchors in a collective that supports the engagement of three primary stakeholder groups: students, faculty/staff, and community partners. The Civic Engagement Collective must now develop a “portal”—a kind of front door—through which these three stakeholder groups can enter and find their way to resources and opportunities. A new website and marketing materials are needed for this portal. The work must be aligned with a new marketing campaign from Institutional Marketing.

**Essential functions of the position:**

* Create, test, and refine the Civic Engagement Collective web page (the portal)
  + Employing the tools of Design Thinking, gather perspectives from the three stakeholder groups on use of and preferences for a civic engagement portal
  + Collect the best examples of website design related to the needs of the Civic Engagement Collective
  + Gather community engagement exemplars, first from CCPS, and then across the university, for the website, Honor Roll stories, and more
  + Working with the Promotions Office Video Team, coordinate three short videos demonstrating engaged teaching, learning, and research from student, faculty, and community partner perspectives, and imbed into website
  + Integrate civic and community engagement messages into multiple GVSU websites, including CCPS, with links to the portal
* Design a variety of visual communication tools to support the work of CCPS and the Office for Community Engagement
* Attend meetings of the communications workgroup with Institutional Marketing
* Provide general support for CCPS
* Other duties as assigned

**Qualifications:**

* Graphic design skills
* Experience with web design
* Excellent writing and communication skills
* Ability to work with complex ideas and to think critically and creatively
* Design Thinking skills are desirable but not required
* Ability to understand and integrate the cultural aspects of GVSU into the work
* Experience with planning and implementing projects
* Ability to balance the requirements of two supervisors

**To apply:** Submit a resume, letter of interest, and three references to Ruth Stegeman, [stegemar@gvsu.edu](mailto:stegemar@gvsu.edu).

**Contact Information:**

Ruth Stegeman, Assistant Dean, Director for Community Engagement

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