Appalachian State University (App State) invites interested applicants for the position of Graduate Assistant (GA) for Communications to become a part of the University Recreation (UREC) team as we facilitate an inclusive environment where recreation and wellness opportunities transform, engage, and care for the App State community.

The GA for Communications will assist UREC for the design and implementation of communication strategies for the department. This position will serve on the Leadership Team with UREC and will report directly to the Assistant Director of Sport Programs & Communication. The time commitment is 20-25 hours per week.

You will succeed in this position if you are committed to
- Advocate for diversity, equity, and inclusion.
- Build genuine connections between students to promote engaged communities.
- Be creative and innovative to invite everyone to play at UREC.
- Leading multiple groups of students with multiple projects all happening simultaneously.
- Receiving and providing feedback with a growth mindset.

Who we are
The Communications team strives to genuinely connect with people. With these connections, we invite people to share stories and experiences. This will assist in designing opportunities with the needs of others in mind.

At UREC, we believe in an equitable UREC community with opportunities for everyone with everyone. Learn more about UREC on our website.

App State prepares students to lead purposeful lives as engaged global citizens who understand their responsibilities in creating a sustainable future for all. Our location in the distinctive Blue Ridge mountains town of Boone, North Carolina, profoundly shapes who we are. Learn more about App State and Boone on the website.

App State is strongly committed to achieving excellence through cultural diversity. The University actively encourages applications and nominations of members of historically underrepresented groups.

You will have the opportunity to
Essential Functions
- Support opportunities to make connections with others with the goal of supporting designing opportunities with others in mind.
- Identify stories and relevant information from UREC experiences to share with others.
- Maintain a unified identity for UREC by utilizing templates and writing guidelines as led by the students’ language.
- Assist in assessing outreach, marketing, publicity, environment impact on communication efforts.
- Assist with monitoring the communications budget to include student payroll, advertising, promotional items and printing.
Utilization and consultation of the University’s Communications toolbox when creating and approving content shared.

Equity, Diversity, and Inclusion
- Hold self, students, and staff members accountable to departmental expectations of creating an inclusive environment at UREC through communications platforms.
- Promote inclusive ways to advocate for the needs of all students.
- Maintain sensitivity to different perspectives and identities.
- Challenge cultural norms to explore change.

Online Communications
- Assist on website and program communication utilization to ensure content is up to date and navigable; specifically, UREC App, Fusion, and Engage.
- Organize social media efforts for the department across various platforms and accounts, working with staff and program areas to develop content
- Lead digital signage initiatives through monitoring playlists and inviting other facilities across campus to share our content via the University’s Scala program.
- Organize publication opportunities to include campus wide, division wide, and membership wide updates via written publications.
- Monitor and distribute feedback received from the department’s “Comment Card”.
- Assist in the evaluation and ordering of recreational, fitness, and retail equipment

Offline Communications
- Lead efforts for intentional presence and activity at special events.
- Facilitate flyer distribution, posting, and maintenance.
- Facilitate area signage needs and production of long term posting.
- Coverage of communication initiatives which includes night and weekend schedules.

Student Development
- Assist with the recruitment, hiring, training, supervision, and evaluation of creative teams; in total of 7-10 student Program Assistants and 1-3 student Program Managers.
- Plan and execute weekly development and work meetings for the Program Assistants, and mentor and develop the 1-3 student Communication Program Managers including celebration of people team, graphic designer, social media team, photographer and outreach team.
- Create and monitor the student staff’s work schedule
- Implement and execute a performance evaluation process with a focus on the student-centeredness approach to develop students’ skills and self-awareness.
- Assist with administrative duties such as payroll and inventory.

Departmental Leadership and Support
- Providing feedback and ideas for initiatives to support the mission of University Recreation and Communications initiatives
- Contribute to department-wide initiatives and opportunities through participation in committees, work teams, and tasks to contribute to the mission of UREC.
- Establish effective and positive rapport with program staff, university personnel, students, and University Recreation users.
At a minimum, you should have
- Demonstrated experience advocating for diversity, equity, and inclusion.
- Bachelor’s degree
- Must maintain good academic standing as a student leader, GPA 2.5 or above.
- Acceptance and/or working toward the completion of a Master’s Degree at Appalachian State University.
- At least 1 year of experience working in a communications role that include one or more of the following: graphic design and/or digital media (social media, digital sign, website design, video production)
- Strong verbal, written, organizational skills and the ability to work independently and as a member of a cohesive and energetic team.

The preferred candidate will have
- Previous experience with Campus Recreation either as an employee or a participant
- Experience in outreach and marketing for recreation, wellness, or sports programs.
- Knowledge and experience in training and supervision of employees
- Familiarity with software and platforms of pHp Website, Social Media (Instagram, Twitter, Facebook and others), Adobe Creative Suite (especially Photoshop), blogging/writing stories, Canva, Scala and Engage.

Salary and Benefits
- Stipend: $9,000 per year (divided equally among the fall and spring semesters)
- In-state tuition scholarship: $4,300 per year divided equally among the fall and spring semesters (final amount will be equal to approved in-state tuition)
- Professional Development Funds: $300.00

How to apply
Contact Erin Sanders, sandersec1@appstate.edu with a statement of interest which includes reference to the minimum qualifications and a resume.

About the University: As the premier public undergraduate institution in the state of North Carolina, Appalachian State University prepares students to lead purposeful lives as global citizens who understand and engage their responsibilities in creating a sustainable future for all. The Appalachian Experience promotes a spirit of inclusion that brings people together in inspiring ways to acquire and create knowledge, to grow holistically, to act with passion and determination, and to embrace diversity and difference. Located in the Blue Ridge Mountains, Appalachian is one of 17 campuses in the University of North Carolina System. Appalachian enrolls more than 20,000 students, has a low student-to-faculty ratio and offers more than 150 undergraduate and graduate majors. Learn more at https://www.appstate.edu/about/

About Boone: Boone is a college town in the best sense — a place where people say hello on the street and a vibrant downtown is just a block from campus. Its eclectic hub, known as King Street, features specialty shops, restaurants and cultural attractions. The surrounding Blue Ridge Mountains attract outdoor enthusiasts year-round for hiking, skiing, snowboarding, mountain biking, cycling, fishing, kayaking, rock climbing and other activities. Learn more at this link

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