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**College of Agricultural, Consumer
and Environmental Sciences**
Cooperative Extension Service
Extension Family and Consumer Sciences

NMSU Center of Innovation for Behavioral Health and Wellbeing Marketing Communications Graduate Assistant Information

The Center of Innovation (COI) is hiring a Marketing Communications Graduate Assistant. This position is intended to assist the COI's Marketing Communications Specialist with various tasks, projects, and events. A full description of job responsibilities and expectations, as well as employment eligibility requirements, is outlined below. 10-hour and 20-hour graduate assistantships are available with remote, in-person, or hybrid work arrangement options.

Job Summary:

Graduate students with interests in marketing, advertising, digital media, graphic design, online content creation, communications, or community outreach will find this Graduate Assistant position with the COI to be an exciting employment opportunity. A Graduate Assistant in this position will have the opportunity to gain insight and experience with online digital content creation, marketing and advertising via various online communication and social media platforms, community outreach events, and more.

Responsibilities Include:

- Assisting with the creation of social media content that promotes the COI's upcoming events, programs, outreach efforts, community resources, and other related content to the COI's mission and core values.
- Creating new or editing existing flyers that promote COI upcoming trainings and events.
- Proofreading and editing various marketing and communication materials as needed.
- Assisting with preparation, participation, and post-event reporting in community outreach events as needed.
- Assisting with creating, writing, or editing the COI monthly newsletter as needed.

Knowledge and Skills:

- Graphic design skills, professional social media content creation experience, and experience using applications such as Canva or Adobe.
- Proficient in all Microsoft Office programs including Teams, Outlook, Word, Excel, and PowerPoint.
- Proficient in navigating and operating video communication platforms, such as Zoom.
- Strong communication, writing, and organization skills.
- Ability to meet deadlines and complete projects in a timely manner.
- Creative, self-motivated, team-oriented, flexible, and open to exploring and developing new skillsets.

Additional Desired Abilities:

- Knowledge or experience participating in or planning community outreach events, tabling events, or similar.
- Photography or videography experience is a plus.

Eligibility:

- Applicants must be admitted to the NMSU Graduate School.