



UNIVERSITY of  
**LOUISIANA**  
L A F A Y E T T E

# THE OFFICE OF THE FIRST-YEAR EXPERIENCE

Graduate Assistant for  
Communication

## **Graduate Assistant for Communication**

### **Primary Responsibilities:**

- Oversee all departmental social media initiatives (Facebook, Twitter, Instagram).
- Publish a monthly edition of the OFYE Parent Newsletter. (experience with Microsoft Publisher, Adobe PDF, and other programs preferable.)
- Creation or revision of “How To Start College” student/parent documents.
- Maintain and update departmental website (firstyear.louisiana.edu).
- Oversee marketing for The Big Event to freshmen students in the fall semester.
- Serve as Photographer for OFYE and related events.
- Develop weekly calendar for UNIV 100 instructors and peer mentors regarding campus events, important dates.
- Develop instructional and educational videos for prospective and current parents and students.
- Assist in planning and implementing the logistics of OFYE events. Including but not limited to: Cajun Connection, The Big Event, and Family Weekend.
- Assist members of the OFYE staff who are conducting research geared toward the First-Year Experience.
- Participate in OFYE staff meetings, training, and other staff development.
- Research cutting-edge, high-impact programs focused on first year student transition and retention.

### **Secondary Responsibilities:**

- Assist with Living Learning Community data analysis.
- Assist with recruitment, selection, training, and oversight of peer mentors.
- Assist with OFYE representation at orientation sessions, preview days, and other admissions events.
- Assist with advising The Big Event executive board.

Compensation for the position tuition and fees, and a \$950 monthly stipend.

### **Requirements:**

- Knowledge of major social media outlet operations (twitter, facebook, Instagram).
- Strong administrative, organizational, and student event programming skills.
- Strong interpersonal communication skills and the ability to interact with a diverse population.
- Knowledge of first-year student needs.
- Demonstrated skills in student event program development and implementation.
- One year experience directly related to event planning or student programming.

**Position begins Fall 2018**



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## **Preferred Qualifications:**

Two-year availability is preferred.

Please send cover letter, resume, and list of three references to Dana Bekurs.

Open until filled

### **Dana W. Bekurs**

Associate Director Office of the First-Year Experience

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Position begins as early as June 2018 and no later than August 2018