The University of South Florida Center for Student Involvement (CSI) cultivates an environment in which students are engaged in transformational experiences that lead to lifelong learning, personal growth, and connection to the University. CSI contributes to student success through quality involvement opportunities, education, and advising which foster USF pride, global leaders and holistic student development. CSI consists of the following areas: overall Student Involvement initiatives and promotion, Campus Traditions Board (Homecoming and USF Week), Campus Activities Board, Fraternity/Sorority Life, University Lecture Series, and the Centre Gallery. In just one semester, CSI Programs can average over 40,000 attendees at over 100 events. CSI is staffed by approximately 30 student leaders across three programming boards, the Centre Gallery, and front desk staff assistant team as well as over 30 student volunteers. Additionally, there are 6 graduate assistants, 1 administrative specialist, 4 coordinators, 1 assistant director, 1 associate director, and 1 director that rounds out the full, award-winning team.

The Graduate Assistant (GA) for Marketing and Programming will be responsible for the advising, mentoring, and leadership development of student leaders who are charged with the graphic design and promotion efforts of major, university-wide programs and events, including, but not limited to Campus Traditions Board events (Homecoming and USF Week), Campus Activities Board events, University Lecture Series, overall involvement initiatives, and Fraternity & Sorority Life. This GA will also advise Movies on the Lawn, a bi-weekly event. The GA for Marketing and Programming must be skilled with operating Adobe design programs such as Adobe InDesign and Illustrator. In addition to providing direction and oversight of these initiatives, GAs teach students how to execute contracts, work with vendors, and how to lead other students.
Duties/Responsibilities

- Support and model the vision and goals of the Center for Student Involvement of increasing student involvement and engagement on and off campus.
- Co-supervise 4-6 CSI students responsible for graphic designs.
- Advise Movies on the Lawn, a bi-weekly event.
- Supervise Movies on the Lawn event planner.
- Design graphic elements to platform specifications (web and print).
- Build and execute a social media strategy for CSI pages using benchmarking, messaging, and audience identification.
- Generate, edit, publish, and share daily content (original text, images, video, HTML) that builds meaningful connections and encourages community member interaction.
- Advise students on event planning and management, contract negotiation, assessment of activities, budget management, and leading peer student groups.
- Continuously improve content by capturing and analyzing appropriate social media data/metrics, insights, and best practices and acting on information.
- Create, enhance, and sustain collaborative partnership with key campus organizations and departments to create successful co-curricular involvement and programming opportunities for students.
- Participate in CSI development and staff trainings and event staffing rotation.
- Support Student Affairs and Student Success initiatives by serving on committees, attending events and working with other departments to achieve mission, values, and goals of Student Affairs and Student Success (SASS).
- Other duties as assigned.

Expected Learning Outcomes

- Be able to identify and implement strategies for enhancing a campus community through student engagement and involvement.
- Learn and develop advising strategies and skills in order to effectively build strong advising relationships with student leaders.
- Become experienced in training, developing, and assessing student leaders.
- Increase proficiency in planning, implementing, and assessing campus-wide events focused on meeting the needs of a diverse student population.
- Obtain an understanding of skills and educate student leaders on the skills needed to work with and engage a diverse student population.
- Expand knowledge and educate student leaders on how to budget, market and negotiate contracts for campus wide events.
- Obtain experience working in a fast paced environment as a team with professional staff, fellow Graduate Assistants and student workers.