

University of Central Arkansas
Department of Occupational Therapy
Graduate Assistant Position

The University of Central Arkansas Department of Occupational Therapy is seeking a graduate assistant to assist with social media efforts and public relations.

Assistantship Responsibilities:

Under the supervision of the department chairperson and/or department public relations liaison, the graduate assistant's responsibilities include:

- Manage the department's social media accounts (Facebook – program and alumni pages).
 - Collecting digital information for weekly Facebook postings and special department events.
 - Designing graphics for social media.
 - Posting information on a regular basis.
- Assist in exploring new social media platforms to stay current with trends.
- Develop a social media calendar and strategies that align with department/program events such as admissions, recruitment, student activities, and alumni events.
- Measure return on investment using analytics.
- Develop the department's annual alumni newsletter.
 - Collect information from department, faculty, staff, students, and alumni.
 - Design and creating newsletter with information, graphics, and photographs.
 - Promote and send newsletter to alumni, university, and friends of occupational therapy.
- Design print materials for special events, faculty recruitment, annual conference, etc.
- Coordinate with UCA public relations platforms to promote occupational therapy program events.
- Follow the UCA and Department of Occupational Therapy policies and procedures regarding social media and print materials.

Compensation and Work Schedule

The graduate assistant will work 10 hours a week earning \$11.00 an hour. The work schedule is up to the graduate student, but should coordinate work hours with events of the department. Appointment begins August 15, 2018.

Application Deadline:

Application deadline is July 8, 2018. Apply by sending a cover letter, resume, and 2 references including names, addresses, and phone numbers and email addresses to Donita Hurley, dhurley@uca.edu. If mailing application, send to the following:

University of Central Arkansas
Department of Occupational Therapy
Attention: Donita Hurley
201 Donaghey Avenue
Doyle Health Sciences Center, Suite 100
Conway, AR 72035

Questions

Please contact Dr. Jennifer Moore, Chairperson Department of Occupational Therapy at (501) 450-5017 or jennifer@uca.edu (please use subject line Graduate Assistant).