**UNIVERSITY OF DUBUQUE**

**POSITION DESCRIPTION**

**Title:** Graduate Assistant – Student Engagement (part-time position with tuition waiver)

**Department:** Heritage Center

**Immediate Supervisors:** Special Assistant to the President/Executive Director & Operations/Promotions Manager

**Supervision Exercised:** student employees, interns, volunteers (as available and necessary)

**Position Purpose:** To assist in development of a culture of significant student engagement/participation within all facets of Center arts facilities and programming. Through active participation in campus life and collaborations across campus, assist with process of identifying student needs in order to design, manage, and evaluate new strategies to strengthen student participation in and exposure to the arts. Utilize services and programming to maximize “arts by osmosis” potential/intent of the building and, at a minimum, attempt to achieve a genuine appreciation for the arts among all students during their years at UD.

**Position Duties:**

\*Assists with stewardship of Center programs, facilities, and resources to meet students “where they are.” Provides leadership and assistance in identifying all possible areas of student interface with campus arts especially student leaders involved in student organizations, athletics, arts, and other areas of extracurricular interest. Areas of focus to include campus advertising, PR, programming, ticketing, event/production management, and front of house operations.

\*Serves as social media manager for Center including, but not limited to Facebook, Twitter, Instagram, and our own Heritage app (Instant Encore), to create a strong social media presence among all UD students. Identify other online or digital opportunities to connect with students. Assists Operations and Promotions Manager where necessary in interface between UD Heritage Center webpage, digital communications (e-news), and other social media platforms.

\*Serves as a co-advisor and staff liaison to Heritage Performing Arts Advisory Committee (H-PAAC), a student programming advisory group. Assists with student training and development of student volunteer responsibilities, works closely with committee leadership to schedule and facilitate meetings. Identifies short and longer-term goals and projects, coordinates student attendance at Midwest Arts annual conference, and plans special activities.

\*Assists in identifying and fostering various university partnerships to strengthen Center’s role as a focal point of campus life and an essential teaching resource to a broad range of disciplines. Serves as a liaison to New Student Orientation, Office of First Year Experience, Admissions, and Student Life as relates to maximizing Center student engagement

\*Assist in evaluation of student engagement efforts by utilizing marketing research (surveys, interviews) and statistic gathering methodology to assess overall annual student engagement related to Center facilities and programming.

\*Supports Executive Director and other full-time Center staff, upon request, with day-to-day tasks. This may include assistance in a variety of operational areas such as box office, front-of-house, or tech, requiring evening or weekend hours.

\*Identifies and develops opportunities to engage students through pre and post-performance events which enhance the overall “live event” experience.

\*Assists in development of print materials and advertising directed to the student body.

\*Remains informed and engaged with Center overall operations and organizational mission/goals. Performs other duties as assigned.

**EDUCATION/EXPERIENCE QUALIFICATIONS**

Required: Bachelor's degree. Social media / technology savvy. Passion for the arts. Student leadership/advising experience or arts background a plus.

Desired Skill Set: A team player. Strong multi-tasking and proven ability to effectively maintain productive working relationships. Demonstrated positive attitude, flexibility with working assignments, and a willingness to learn and adapt. Demonstrated excellent organizational and time management skills.