

## **Creative & Communications Director**

The Graduate and Professional Student Senate (GPSS) seeks a Communications and Creative Director to support the Vice President of Internal Affairs, Senate, and the President in GPSS branding and visibility. They will oversee all GPSS marketing, social media accounts, campus communication, newsletters, website updates, and graphic design. Compensation for this position is \$24.60 per hour, 18 hours per week for 34 weeks. This position starts on September 25th 2025, and ends on June 12th 2026. This position does not work on holidays or breaks.

### **Key Responsibilities:**

- Maintaining GPSS brand and campus presence through social media (Instagram, Facebook, & Tik Tok) and other communication mediums.
- Managing the organization's marketing plan and recommending new ways to reach graduate and professional students.
- Overseeing GPSS social media accounts. This includes regular postings and account updates. Reviewing social media analytics and determining ways to grow our social media presence.
- Ensuring the GPSS website is accurate and accessible, including creation of specific updates and pages. Maintain and update portions of the GPSS website.
- Drafting campus emails and videos to be sent out to all graduate and professional students.
- Building relationships and communicating regularly with campus partners to update them on the work of GPSS.
- Designing, creating and editing accessible videos, posters, web content, advertisements, brochures, flyers, social media graphics, and other materials for GPSS events and projects.
- Using digital resources to create online content and engagement for virtual student events.
- Ability to attend senate meetings at least twice a quarter.
- Attending and assisting with most GPSS in-person/hybrid events.
- Reports to the Vice President of Internal Affairs but may work with other officers as projects arise.

### **Qualifications:**

- Must be a UW student enrolled in at least 6 undergraduate or 4 graduate credits or on leave as defined by University Employment Policy from Chapter 104.
- Experience in marketing, social media, communications, public relations, or a related field.
- Experience overseeing multiple social media accounts and reviewing data analytics.
- Experience with Microsoft Office Suite and Google Docs, with a willingness to adapt to new platforms and software.
- Experience in web design (e.g. Weebly, WordPress, SquareSpace, Webflow).
- Outstanding design skills and creativity. Proficiency with a variety of software, such as Final Cut, Canva, Adobe Premiere Pro, InDesign, Illustrator, and Photoshop
- Demonstrated experience working with underrepresented populations and an ability to communicate with a variety of people from different and minoritized backgrounds across race, gender, sexuality, ability, status, and language.
- Interest in working with student government and being part of a team.

### **Workplace Expectations:**

In addition to duties listed above, GPSS Staff members are also expected to:

- Work 18 hours per week.

- Work at least half of their time in office on weekdays from 8 - 5, Husky Union Building Room 314. These hours may be reduced under the discretion of your supervisor.
- Attend 2 Senate meetings per quarter. These meetings will be held from 5:30 PM to 8 PM on Wednesday's. These meetings contribute to your 18 hours per week.
- Remote work options are available and will be arranged based on work with your project load.

Please do not let these expectations deter you from applying, please email Juan Contreras Mora (he/him), [gpssvpin@uw.edu](mailto:gpssvpin@uw.edu), with any questions or concerns.

**Application Process:**

To apply, please submit a 1-page resume, 1-page cover letter, and include your portfolio. **Please submit your portfolio as a PDF of no more than 8 pages of sample work** (additional pages will not be considered). Portfolio material may include graphic design samples, marketing plans, web design, photography, or any other material that relates to the job expectations above. In your resume/cover letter, please share relevant experiences to the role you are applying for. Selected candidates will move forward to an interview, which will be held in the GPSS office (HUB 314) or via Zoom. If you need any accommodation throughout the interview process, please contact Juan Contreras Mora (he/him) at [gpssvpin@uw.edu](mailto:gpssvpin@uw.edu).

All applications are due on Handshake and on the GPSS website by September 8<sup>th</sup> 2024 at 11:59 PM. Hired applicants will be expected to attend an in-person Staff Orientation in September.