



COLLEGE OF EDUCATION | THE UNIVERSITY OF UTAH  
**EDUCATIONAL LEADERSHIP AND POLICY**

[www.elp.utah.edu](http://www.elp.utah.edu)

The Department of Educational Leadership and Policy (ELP), a division of the College of Education at the University of Utah, emphasizes the application of theory and research to the practice of administration in K-12 schools or in higher education colleges and universities. The mission of ELP is to prepare ethical researchers, leaders and policy makers in PK-12 through higher education who are informed by comprehensive and empirically-based theory and research, as well as committed to leading educational organizations that enact principles of justice, equity, and excellence for all learners.

Reporting to the ELP Department Chair, the **Outreach and Marketing Assistant** will assist the ELP Department in the recruitment of students, social media and outreach, and program planning. This is a chance to gain insight into the operation of academic programs and an academic department and provides the opportunity to gain a variety of skills and experience including, but not limited to: Program development and implementation; Peer program assessments; Event planning; Student recruitment; Presentation skills and techniques.

**The ELP Graduate Assistant must be:**

- Comfortable with public speaking and interacting with prospective students.
- Skilled at working both independently and collaboratively, scheduling and completing assignments without direct supervision, and able to work on multiple assignments at one time.
- Able to follow through with responsibilities during times of high activity and competing demands for time.

**Graduate Assistant Duties Include:**

- 1) Planning and co-hosting recruitment events virtually and in-person.
- 2) Coordinate outreach efforts and external social media presence.
- 3) Becoming an expert on regional and national trends in peer and aspirant programs.
- 4) Serving as a student representative for committees, when appropriate.
- 5) Assist ELP Department Chair and staff in day-to-day operations of the Department.

**Essential Functions**

- Aid in the recruitment of prospective students, including attending virtual information sessions, preview days, and accepted student events.
- Serve as the Department's Social Media manager, including the promotion of events, happenings among students and faculty, and other information critical for the ELP community.
- Alongside ELP Department Chair, assess needs of programs and areas for improvement including developing documents and other records to support departmental needs.
- Updates to brochures, forms, staff/student manuals, and other items for distribution.
- Other responsibilities as assigned by the Director of Higher Education Programs and ELP Department Chair.

Tuition Benefits eligible, \$24,000/academic year stipend. Supervised by ELP Department Chair.