



## **ATHLETICS SOCIAL MEDIA AND BRAND STRATEGIST GRADUATE ASSISTANT**

### **GEORGIA SOUTHERN UNIVERSITY**

### **STATESBORO, GA**

Georgia Southern University is accepting applications for an Athletics Social Media and Brand Strategist Graduate Assistant. Georgia Southern University, located in Statesboro, Georgia, is a member of the Sun Belt Conference, sponsors 17 NCAA sports and is a member of the Football Bowl Subdivision. Working under the Director of Creative and Digital Strategy, the Athletics Social Media and Brand Strategist Graduate Assistant will help execute the Georgia Southern Athletics digital strategy and enhance the university's brand by creating digital and social media content for use on Georgia Southern's social media channels, athletics website, and in-venue purposes. The position is not remote and requires weekly office time on the Statesboro campus.

Responsibilities include, but are not limited to:

- Ideate, coordinate, plan, and schedule content for various team accounts
- Work with photo, video and graphic design elements to produce content
- Track analytics in order to provide reports to respective staff, identify trends and showcase areas of success or areas for improvement
- Ensure all sports are on-brand with acceptable Georgia Southern Athletics styles
- Work closely with all internal departments and teams including, but not limited to, Communications, GATA Productions, Marketing & Fan Experience, Ticketing and Athletic Foundation
- Assist Director of Creative and Digital Strategy in content planning and recruiting/overseeing student workers/interns
- Other duties as assigned by Director of Creative and Digital Strategy

Minimum / Preferred Qualifications:

- Bachelor's degree required; acceptance into graduate school
- Proficient in Adobe Creative Suite, including Adobe Premiere, Adobe Photoshop, Adobe After Effects; experience with video, photo, and/or graphic design
- Experience with EOS and DSLR cameras/video cameras
- Knowledge of college athletics content trends, knowledge of current social and digital media trends and specifications
- Ability to interpret and utilize brand standards
- Ability to manage/schedule multiple projects simultaneously and meet deadlines
- Some evening and weekend hours required; limited travel may also be involved
- Consistent use of strong interpersonal skills; ability to work well with others in a collaborative manner
- Must submit portfolio or links for review

Compensation: The Athletics Social Media and Brand Strategist Graduate Assistant position for Georgia Southern University Athletics will include a monthly stipend plus tuition in the fall, spring, and summer semesters (if taking classes). GA must maintain a 3.0 GPA. Benefits, books, housing and fees are not included. This position will require a flexible work schedule, including work on evenings and weekends. This position will begin late July/early August 2025, and is a two-year commitment. An offer is contingent on the candidate's acceptance into a Georgia Southern graduate program as a regular admission.

To Apply: The position will remain open until filled. If interested in applying, please submit a cover letter, work portfolio or links and resume to Whitney Haworth, Director of Creative and Digital Strategy, at [whaworth@georgiasouthern.edu](mailto:whaworth@georgiasouthern.edu).