Winona State University
College of Education

Job Description

Graduate Assistant: COE Graduate Program Marketing
Immediate Supervisor: Karen Dunbar
Term: Fall 2010 to Spring 2012

Initial Tasks (these will grow as the position becomes more established):

1. Marketing
   a. understand available marketing data (spreadsheets from Institutional Research)
   b. help initiate/facilitate a marketing study for COE programs and degrees
   c. learn about available and new approaches for marketing
   d. work with COE departments and faculty to initiate and maintain a meaningful marketing plan
2. Outreach
   a. learn about available audiences
   b. work with departments to initiate meetings and distribute information
   c. help maintain contacts and keep the college’s image fresh
3. Departmental Coherence
   a. help develop useful brochures
   b. help departments develop and maintain a functional web presence