POSITION DESCRIPTION AND PERFORMANCE EXPECTATIONS
STUDENT ASSISTANT, PUBLIC RELATIONS AND COMMUNITY OUTREACH

TEXAS TECH UNIVERSITY
Office of LGBTQIA

Job Responsibilities:

1. **Public Relations (40%)**: The Student Assistant will develop and maintain a social media strategy for the Office, including schedule of updates, assist with the development of information for the Office’s monthly e-Cheers newsletter, and produce other written and graphic pieces for marketing purposes for the Office.

2. **Community Outreach (40%)**: The Student Assistant will support the Office’s programming efforts by building partnerships and collaborations with student organizations, University units, and community groups within the region. These duties require development and delivery support for the Office’s signature programs (i.e. Pride Week, Trans Week of Remembrance, etc.), as well as programs targeting specific groups and/or populations.

3. **Other Duties as Assigned (20%)**: These duties may include office support, participation in regular staff meetings and check-ins with the Graduate Assistant, and maintaining a professional and affirming cubicle space for other employees, volunteers, and Office visitors.

Requirements: The Student Assistant for Public Relations and Community Outreach must possess strong communication and presentation skills. They must possess intermediate skills at a minimum with Microsoft Office products, Canva and other possible design and marketing software. They must have a demonstrated knowledge regarding the concerns and issues of LGBTQIA individuals. Understanding of multiple and intersecting identities is preferred. Be able to work independently and as a contributing member of the Office’s Power Team. The Student Assistant should be able to identify potential tasks and take initiative to complete them under the supervision of the Graduate Assistant. They should be able to work across diverse populations within and outside the University community to build partnerships and promote the Office’s mission.

Performance Expectations: The Lead Administrator for LGBTQIA, in consultation with the Graduate Assistant, will assess each of the six categories listed above twice per semester (Mid-March, Early May, Mid-October, using the following scale: 1 – Consistently Below Expectations; 2 – Frequently Below Expectations; 3 – Below Expectations; 4 – Strong Performer; 5 – Above Expectations; 6 – Frequently Above Expectations; and 7 – Consistently Above Expectations. Additional areas of evaluation will include: Leadership Ability; Decision Making; Conflict Resolution; and Initiative.

Remuneration: $7.50 per hour

Hours: 20 hours per week. The Student Assistant is expected to develop a work schedule that must be approved by the Graduate Assistant to ensure the needs of the Office are being met as best possible. Night and weekend hours are required at various times throughout the year.