Student Life
• Your campus connection •

Program Development Assistant
Job Description

I.   <u>**SCOPE OF RESPONSIBILITIES:**</u>

Program Development Assistants (PDAs) assist the full-time staff of the Office of Student Life with the development, marketing, implementation, and evaluation of a variety of programs and services. PDAs report to the University Services Associate II, Program Coordinators, and the Director of Student Life.

II.   <u>**SPECIFIC RESPONSIBILITIES**</u>

      A.   Assist in the development of programs and activities to meet students' needs and interests. Generate program ideas and solicit feedback about ideas from students.

      B.   Assist with program-planning details and logistics, as directed by the full-time staff. This may include, but is not limited to, maintaining databases, reserving rooms, ordering food, preparing mailings, etc.

      C.   Assist with the development and implementation of marketing plans. This may include, but is not limited to creating posters and banners; sending announcements to the Union Table Tent; and posting information, photographs, and videos on social networking sites, such as Facebook, Twitter, and YouTube.

      D.   Assist with details on the day of the event. This may include ensuring rooms are set up according to plans, confirming catering, introducing speakers, etc.

      E.   Assist with post-event details, including cleaning up, storing materials, and compiling evaluations.

      F.   Provide reception services for the Office of Student Life and AIC as needed, including greeting visitors and providing general information. Act as a resource for all customers in Student Life. Work with other PDAs and the University Services Associate II to ensure coverage of the front desk at all times.

      G.   Act as peer advisor to student organizations planning activities.

      H.   Promote student involvement by participating on panels, staffing informational booths, and co-presenting at events, such as Campus Preview Days.

      I.   Assist in the training of new Program Development Assistants.

      J.   Participate in staff meetings, meetings with your assigned supervisor, and meetings with other staff members as needed.

      K.   Perform other duties as assigned by the full-time staff of Office of Student Life.

III.   <u>**QUALIFICATIONS AND SALARY:**</u>

All University of Wisconsin-Green Bay Student Life employees are required to be enrolled for at least 6 undergraduate or 5 graduate credits per semester with a minimum cumulative GPA of 2.0.

Successful applicants will possess excellent organizational skills (including taking instructions well, following through on tasks, and completing work by deadlines) and communication skills (writing, proofreading, public speaking, maintaining on-going contact with supervisor, etc.). They will demonstrate initiative, the ability to both work independently and as part of a team, and creativity. Experience with

graphic design and/or event planning is helpful but not necessary. Computer skills are necessary. PDAs must enjoy working with people.

The PDA position may require evening and weekend hours.

Program Development Assistants are ineligible to hold a position on the Segregated University Fee Allocation Committee (SUFAC).

Starting wage is $7.75/hour. Biannual wage increases are possible, contingent on performance.

Revised January 2013