Graduate Research Associate—Marketing & Communications

Online Learning & Academic Programs

The University of Tennessee, Knoxville’s division of online learning and academic programs promotes UT’s mission to move forward the frontiers of human knowledge and enrich and elevate the citizens of the state of Tennessee, the nation, and the world. Central to this mission is the development of new, fully-online degree programs, as well as the creation of innovative teaching and learning environments that increase flexibility and enhance access for students.

In support of this work, Online Learning & Academic Programs (OLAP) is seeking a graduate student to coordinate the division’s marketing and communications effort. Reporting to the Marketing & Communications Manager for Online Learning & Academic Programs, the primary responsibilities of the person in this position will include:

- maintaining OLAP websites with current information
- supporting the process of resource creation, including email communications, newsletters, infographics, and white papers/briefs
- assisting in preparation of presentations for departmental brown bags, presentations, and events
- supporting social media initiatives designed to educate internal and external stakeholders on key resources, updates, initiatives and projects; contributing to media calendar that develops relevant content throughout the year
- researching and benchmarking
- other duties related to the promotion of online degree programs and online faculty development

Expectations of graduate students in assistantships positions:

- must take at least 6 credit hours for a one-half time (50%) assistantship or at least 9 credit hours for a one-fourth time (25%) assistantship;
- must make adequate progress toward degree;
- must adhere to Student Code of Conduct specified in Hilltopics Student Handbook;
- must have satisfactory work performance.

Additional information about this position:

- This is a 12-month appointment requiring the person in this position to work 20 hours per week.
- The annual salary for this position will be approximately $16,500. The first month’s salary will be prorated based on the actual date of completion of new hire paperwork.
and e-verification. Beginning the second month, the person in this position will receive monthly installments of $1,375. The compensation for this position includes a waiver of tuition and maintenance fees, as well as health insurance.

- The person hired for this position will be responsible for payment of all remaining fees listed on the One Stop Student Services website: onestop.utk.edu/tuition-detail/.
- At the discretion of the person hired for this position, as well as the office, this appointment may continue into future academic years pending continuous enrollment as a full-time graduate student, satisfactory performance/degree progression, availability of funding, and positive evaluation of your performance.
- By accepting this position, the person in this position agrees to enroll at the University of Tennessee, Knoxville, in the fall 2021 semester in one of the university's graduate degree programs.
- The person in this position will be responsible for tuition costs should employment be ended for non-compliance with points listed above, or if the person voluntarily rescinds during either the fall 2021 or spring 2022 semesters.
- There can also be financial implications for dropping classes or withdrawing from all classes. The amount owed is determined according to the published Academic and Financial Calendar located at onestop.utk.edu/calendar. Please consult with the Bursar's office before dropping your enrollment below 6 hours or before withdrawing from any, or all, courses.

Submission Requirements

- Applicants should submit a copy of their CV and a letter (1-2 pages) describing their qualifications and interest in the position.
- Submissions must be received by 8:00am on Monday, May 24, 2021 for full consideration and must be emailed to Mark Neisler, OLAP's Administrative Specialist, at mneisler@utk.edu.
- Applicants selected for interview will be contacted via email; interview process will be conducted via Zoom.