

**University of Rochester**  
**Office of the Dean of Students**  
**Parent and Family Relations**  
**Graduate Assistant – Position Description**

The primary charge of the Parent and Family Relations Graduate Assistant is to support the work of Parent and Family Relations, as well as serve as a representative of the University. The Graduate Assistant will be involved in communicating and working directly with families and the university community. This includes working closely with the Director of Parent and Family Relations to develop new programming, services, and communication efforts. This position is ideal for a creative individual who works well independently and has strong customer service, communication, and creativity skills.

Parent and Family Relations, in collaboration with offices across the University, helps parents understand and support the student experience, learning, and growth. This office assists in orienting families to the University of Rochester and serves as a resource for families throughout their student's undergraduate career. It is our goal that members of the University of Rochester parent/family community feel informed, valued, and respected.

**Essential Duties, Tasks and Responsibilities:**

- Work with Director of Parent and Family Relations to plan and implement new programs and initiatives. Graduate Assistant will perform assigned duties in Wilson Commons – River Campus.
- **Communications:**
  - Work with Director of Parent and Family Relations to develop office literature and promotional items.
  - Manage social media to engage parents/families.
  - Regularly monitor, create content and update/post to webpage and social media.
- **Programming:**
  - Serve as secondary contact for office related programming.
  - Provide assistance with Welcome Week programming.
  - Serve as an active member of first-generation students and families committee.
  - Oversee office related co-curricular programs for first-generation students and their families.
- **Outreach:**
  - Develop opportunities to connect with current parents and students and execute ideas.
  - Connect and follow up with parents and university offices in support of the mission of Parent and Family Relations.
- **Administrative:**
  - Develop presentations geared toward key audiences.
  - Develop strategies to communicate with students to promote initiatives, such as Family Pillar Award and Dear Family. Update marketing and outreach efforts.
  - Attend weekly meetings with Director of Parent and Family Relations.
  - Attend bimonthly Office of the Dean of Students staff meetings.
  - Other duties as assigned.

**Time Commitment:**

10 hours per week. Additional hours during peak times (Orientation, Meliora Weekend and Commencement). Term of position is 10 months to a year, with possible reappointment. Start date is flexible.

**Qualifications:**

Minimum requirements include, but are not limited to:

- Must be a full-time, matriculated graduate student in a Master's or Doctoral program.
- Broad knowledge of University of Rochester, specifically student services and programs.
- At least two semesters of experience in event management
- At least two semesters of experience (academic or practical) with data collection and assessment
- At least two semesters of experience working with families and/or coursework in family dynamics

- Excellent public speaking skills, strong interpersonal communication, strong customer service, organization, and technical skills required.
- Proficiency in Microsoft Office
- Social media management skills required and website development skills preferred.

**Remuneration:**

\$16.50/hour