



OFFICE OF INNOVATION  
AND COMMERCIALIZATION

**Position Title:** Graduate Assistant for the Office of Innovation and Commercialization (OIC)

**Position Type:** Paid, part-time graduate assistantship, 20 hours per week

**Reports to:** Justin Streuli, OIC Director

**Start Date:** August 2021

**Position Summary:**

The Office of Innovation and Commercialization (OIC) is UNCW's technology transfer office, responsible for identifying, supporting, and enhancing the commercialization of technologies and solutions from the UNCW Community. The Graduate Assistant for the OIC will serve many vital roles for the office, with primary duties including web design, content management, graphic design, social media marketing, and other duties. The ideal candidate is a driven self-starter, able to learn quickly and take ownership of assigned tasks in this fast-paced small office. The GA will oversee a website redesign complete with new page creation, content creation, web performance and analytics, graphic design, social media page creation, social media management, integrative social media and other online marketing. There will also be assignments and opportunities that require the GA to engage with the campus community and serve in various leadership positions.

**Learning Outcomes:**

- By participating in planning and execution of online marketing campaigns, the Graduate Assistant will gain knowledge and understanding of sales and marketing strategies.
- Through their work and experiences assisting with a full website redesign, the GA will gain knowledge and experience in project management, web content creation, web/mobile optimization, integrative analytics, content management and troubleshooting.
- By working with their supervisor on various events, the Graduate Assistant will gain experience in program management, program and event planning, budgeting and assessment skills.
- Graduate Assistant will develop programming and networking skills that will allow them to plan and implement successful events using available university resources and campus partnerships.
- With OIC having many private sector interactions, the GA will learn extensive business-related strategies and concepts.

**Minimum Qualifications:**

- Demonstrates strong leadership and organization skills
- Proficient in front-end website development and various content management systems

- Proficient in graphic design
- Understanding of social media platforms and content creation
- Eagerness to learn
- Strong writing and editing skills
- Ability to think creatively and develop new initiatives
- Desire to work in a fast-paced, deadline-driven office environment
- Self-motivated and able to work both autonomously as well as with a team
- Effective verbal and written communication skills
- Excellent time management, organizational and interpersonal skills required
- Must be a registered degree-seeking graduate student in good standing with the University and minimum 3.0 GPA.

**Preferred Skills:**

- A bachelor's degree in computer science, IT, systems engineering, marketing or related qualification
- Professional experience and/or exceptional portfolio of web design/management, web content creation, social media marketing etc.
- Professional knowledge of Macromedia suite, Adobe suite, Content Management Systems, and W3C Web standards
- Working knowledge of web and marketing analytics tools (e.g., Google Analytics, NetInsight, Omniture, WebTrends, SEMRush, etc.)
- Proficient in HTML, XHTML, CSS design, cross-browser and cross-platform compatibility, Access, mySQL and JavaScript
- Understanding of Search Engine Optimization (SEO)
- Ability to troubleshoot website issues in a fast-paced environment

**Specific Responsibilities:**

- Plan, implement, manage, monitor, and upgrade the organization's website
- Develop visually appealing and high impact web graphics
- Contribute to marketing strategy by leveraging social media to identify and acquire customers
- Create strategies to grow subscriber base and web traffic metrics
- Implement effective social media campaigns to boost website traffic and engagement
- Respond to and troubleshoot website issues
- Ensure that the website is protected by enabling the appropriate security measures
- Create appropriate website content aligned with the office's strategy
- Improve the User Experience of the website regularly
- Collaborate with all staff and management to ensure that the website aligns with office strategy and meets standards
- Ensure full compliance on the website with all laws, regulations, and university policies
- Keep up-to-date with industry best practices and monitor competitor websites at other University's

**Compensation:** \$12,000 to be dispersed over 9 months (August – May); 20 hours per week during the academic year.

**Application Procedure:** Please submit your resume and cover letter to [haund@uncw.edu](mailto:haund@uncw.edu). For additional information, please visit: <https://uncw.edu/oic/>

**Equal Education and Employment Opportunity:**

The University of North Carolina Wilmington is committed to and will provide equality of educational and employment for all persons regardless of race, sex (such as gender, marital status, and pregnancy), age, color, national origin (including ethnicity), creed, religion, disability, sexual orientation, political affiliation, veteran status, or relationship to other university constituents – except where sex, age, or ability represent bona fide educational or occupational qualifications.