

Bemidji State University

TYPE OF POSITION: Graduate Assistantship for the Master of Business Administration Program

SALARY: The position requires 14 hours per week, to be conducted in coordination with the MBA Program Coordinator. The compensation for this position is \$8,500 for the academic year and 15 graduate credits of tuition waiver

DATE OF APPOINTMENT: Appointment is for the 2022 – 2023 academic year

APPLICATION DEADLINE: September 12, 2022

LEARNING OPPORTUNITY/OBJECTIVE:

The selected student will have the opportunity to contribute to developing marketing plans and strategies for the MBA and other BSU graduate programs, including benchmarking and analyzing competitor graduate program marketing efforts. The student will have the opportunity to implement portions of the BSU graduate program marketing efforts and to contribute to MBA program operations.

RESPONSIBILITIES:

- Review academic program reviews and propose marketing strategies for the MBA Program and other BSU graduate programs.
- Assist in creating and updating digital and print media to address marketing strategies for graduate programs.
- Manage specific projects related to the promotion of the MBA and other graduate programs.
- Assist with MBA program operations.
- Conduct academic program research as assigned.

QUALIFICATIONS:

- ✓ Must be admitted to the Master of Business Administration program at Bemidji State University. Interest or experience in marketing is preferred.
- ✓ Must maintain a Grade Point Average of 3.0
- ✓ In order to drive on behalf of NTC/BSU in an assigned college/university vehicle or a personal vehicle, the faculty/or staff member must possess a valid Minnesota Class D driver's license.
- ✓ The applicant should demonstrate a knowledge of and interest in diverse cultures and populations.

APPLICATION INFORMATION: Send letter of application, vita, and the names and phone numbers of three (3) references. (Persons writing letters of reference should be advised of Minnesota's open record law, which can make such letters available to applicants upon request.)

APPLY TO: Dr. Valerie Wallingford, Bemidji State University, 1500 Birchmont Drive NE #, Bemidji, MN 56601-2699. **Inquiries** about the position may be directed to Dr. Wallingford. E-mail: Valerie.wallingford@bemidjistate.edu

UNIVERSITY/COMMUNITY: Bemidji State University, located in northern Minnesota's lake district, occupies a beautiful campus along the shore of Lake Bemidji. The greater Bemidji population numbers 25,000 and serves a regional commerce and health center. The University enrolls more than 5,000 students annually. Offerings include more than 50 undergraduate majors and ten graduate programs encompassing the liberal arts, interdisciplinary studies and applied fields. The University is a member of the Minnesota State Colleges and Universities System and has a faculty and staff of nearly 600. University signature themes include environmental stewardship, civic engagement and global/multicultural understanding. For further information about the University, see our website at <http://www.bemidjistate.edu>.

Bemidji State University is an Equal Opportunity, Affirmative Action Employer. Updated Summer 2022.