Residence Director for Marketing & Assessment

ARKANSAS TECH
UNIVERSITY

Position Description:

As staff members within the Department of Residence Life, the Resident Director will perform the following duties:

- Maintain 25 hours per week (Ex: office hours, conduct meetings, staff meetings).
- Develop a thorough knowledge and understanding of Department of Residence Life and assist in sharing this information with relevant stakeholders.
- Collaborate with other departments to share information about Department of Residence Life programs, services, and events.
- Coordinate advertising needs with department staff for the upcoming year to determine timelines for promotional campaigns and publicity distribution.
- Foster a supportive and challenging multicultural environment through the use of student centered software (Presence, Roompact, StarRez, Mongoose), social media, and other efforts.
- Create, monitor, and maintain successful online marketing strategies resulting in greater traffic and interaction among students and residents on the Department of Residence Life website.
- Create, monitor, and maintain new media/social media platforms to engage students and provide a higher level of information and service, including ATU Live.
- Ensure that social networks remain a source of information regarding the news and activities of the department and division in coordination with Coordinator for Marketing and Assignments.
- Develop videos for the website, including concept development and scriptwriting, to promote living on campus to prospective and current students.
- Coordinate promotional campaigns for departmental efforts.
- Promote student and staff achievement and initiatives through nominations for departmental, campus, and national awards.
- Supervise up to five marking interns.
- Oversee the facilitation and implementation of additional assessment efforts including the use of a variety of quantitative and qualitative measures for Residence Life.
- Develop, implement, and maintain processes for gathering departmental data.
- Provide direction and support for departmental assessment efforts at Arkansas Tech University, including both Educational Benchmarking Incorporated (EBI) and Assessment of Collegiate Residential Environments and Outcomes (ACREO).
- Create regular reports on assessment results based on student responses, alerts, and faculty/staff interaction.
- Train departmental staff on how to utilize data gathering processes and assessment efforts.
- Support, communicate, enforce and abide by all University and Department policies, procedures and regulations.

Contract Details & Remuneration:

The Resident Director position is a 12 month live-in position beginning July 12th, 2021.

Resident Directors receive a monthly stipend of $1,210, a furnished apartment (including all utilities), tuition waiver (including out of state) for up to 18 hours per academic year, and a $500 meal allowance each semester, and up to a $250 meal allowance during each summer term. Resident Directors are responsible for student fees.

Additionally, each Resident Director receives $1,000 in professional development funds per academic year. These funds can be used to attend conferences, to provide professional development materials (excluding class materials), or to purchase membership to national organizations. The department will also support attendance at one regional conference a year (Academic Initiatives Conference, Institute for Curricular Approach, Business Operations, and Housing Facilities)

Out of state summer internship opportunities will be limited due to the high workload in the summer months. We highly encourage our staff to seek local internships to accommodate academic requirements.

Academics:

Must be enrolled in a graduate program at Arkansas Tech University as a degree-seeking full-time student. Student Affairs Administration or related field preferred. To find out more information about the programs we offer, please visit atu.edu/gradcollege/