

Department:	Health and Counseling Services: Health Education Resource Center
Position:	Health Communication and Promotion Graduate Assistant (1 position available)
Hours/Week:	19
Contract Dates:	July 19, 2023 – April 26, 2024 – Tentative – Subject to Change
Supervisor:	Emma Noble
Supervisor Contact:	eanoble@eiu.edu (217) 581-7786
Benefits:	\$1000 per month

The Health Education Resource Center serves as the primary leader in the development and implementation of student focused health-related programs, campaigns, interventions, and one-on-one consultations. The HERC offers health prevention and promotion programming in the areas of sexual health, mental health, nutrition, violence prevention, alcohol and other drug abuse, bystander intervention, and many other topics.

During a typical year, HERC graduate assistants deliver over 200 presentations and workshops to more than 3000 contacts. Additionally they staff over 50 information tables are staffed, reaching an over an additional 4000 contacts. Through these services, HERC graduate assistants build skills and competencies in program planning and administration, event planning, evaluation and assessment, critical thinking, professional communications, and leadership.

Duties and Responsibilities:

- Develop and implement Health and Counseling Services comprehensive marketing efforts for the medical clinic, counseling clinic, student insurance, and health education resource center.
- Design/develop promotional materials (print, electronic media, flyers, video, etc.) promoting Health and Counseling Services programs, offerings, interventions, etc.
- Oversee development and revision of departmental on-line communication channels including websites, social media, etc.
- Develop social marketing and communication campaigns focusing on certain health topics/messaging.
- Evaluate and assess marketing and outreach efforts.
- Assess campus needs and preferences regarding communication channels being used.
- Supervise undergraduate student workers and interns.