

Department:	Health and Counseling Services: Health Education Resource Center
Position:	Mental Health Early Action on Campus Act (MHEACA) Communication and Promotion Graduate Assistant (1 Position Available)
Hours/Week:	19
Contract Dates:	January 5 th -June 30 th (Tentative-Subject to Change)
Supervisor:	Matthew Warner
Supervisor Contact:	mrwarner@eiu.edu (217)-581-7786

The Health Education Resource Center (HERC) 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, reaching 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.

Primary Duties and Responsibilities:

- Aid in the development of and marketing of an annual student orientation session aimed at raising awareness about mental health
- Oversee administration and marketing of online mental wellbeing program
- Assess courses/seminars available to students for possible mental health awareness curricula
- Maintain a page on the website/mobile application with information dedicated solely to the mental health resources available to students at EIU and the surrounding community
- Developing/marketing of mental health related messaging that encourages help-seeking behavior through the university's Learning Management System (LMS) during "high stress" periods
- Act as a coordinator for currently existing/future online screening tools, including but not limited to raising awareness, establishing a mechanism for students to be linked/referred, and providing information to students
- Coordinate Mental Health First Aid and QPR training on campus, including training for student housing staff, advisors, and campus security
- Coordinate peer support programming efforts
- Work with local partners when appropriate for mental health marketing efforts to improve overall campus mental health wellness
- Coordinate mental health outreach initiatives
- Coordinate mental health conference/fair

Secondary 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, offering, 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/interns
- Other duties as assigned