Molloy College

Request for Graduate Assistantship/Graduate Research Assistantship Position

Division/ Department: Esports

Supervisor's Name and Title: Kerry Bourgoine Associate Director of Esports

Graduate Assistantship Position Title: Marketing Intern

Check One: Graduate Assistantship ☐ Graduate Research Assistantship ☐

Please identify the areas you feel best suits your position for a graduate assistant (check all that apply):

☐ MBA ☐ Criminal Justice ☐ Education ☐ Nursing ☐ Music Therapy ☐ Speech Language-Pathology

☐ Clinical Mental Health Counseling ☐ Education – Ed.D. ☐ Nursing Ph.D. ☐ Nursing DNP

Please describe the major duties and responsibilities of this position:

Find ways to reach out to new students that would come to Molloy because of esports. Figure out how to market to the target demographic, currently 15-28 age range. Promote esports not just to our school, but the outside world. Create digital content by working on articles, graphics, photos, and videos. Create a Molloy Esports presence on all social media platforms. Grow total followers and fans across all social platforms. Create brand awareness for esports. Initiate new sponsorships & partnerships. Help create guidelines for how to represent the college esports on social media. Create a plan and moderate wording for situations that are sensitive. Responsible for making sure all content posted on Molloy social media is respectful when seen from any light. Design marketing materials for esports. Control the esports teams public images

Please list the knowledge, skills and abilities necessary for this position:

Knowledge of esports.
In depth understanding of social media and growing followers/subscribers
Understanding of how Molloy College esports wants to look in the outside environment
Willingness to reach out to high schools and their gaming clubs
Ability to work on a team

Please detail the schedule of hours of work for this position (Must add up to 150 hours per semester):
Flexible ☐ or please list hours needed:

Weekend hours may be required

Do you have a graduate assistant currently in this position that you will be returning next year?

☑ Yes ☐ No If yes, Name Steven Rizzo

Supervisor's Signature: KJBourgoine Date: 9/30/20

Dean or Department Head's Signature: JBiscani Date: 9/30/20

Please return to the Kathleen Maurer Smith
Dean for Graduate Academic Affairs (K009)
ksmith@molloy.edu