

Artificial Intelligence Interdisciplinary Institute at Maryland (AIM)

➤ Communications & Marketing Assistant (Hourly)

About AIM

The Artificial Intelligence Interdisciplinary Institute at Maryland (AIM) connects AI research across the University of Maryland campus. The institute supports faculty and student researchers through seed funding, lecture and workshop series, and partnerships that bring together units working on AI from technical, social, policy, and creative angles.

- **Unit:** CMNS – Artificial Intelligence Interdisciplinary Institute at Maryland (AIM)
- **Functional Title:** Communications & Marketing Assistant
- **Appointment type:** Undergraduate hourly student employment. This position does not carry tuition assistance, benefits, or paid leave.
- **Hours:** 10 to 15 hours per week during the fall semester, scheduled flexibly around coursework.
- **Location:** 4457 A.V. Williams Building, University of Maryland, College Park. This is an on-site position and is not eligible for hybrid or remote work.
- **Compensation:** \$15.30 per hour.

Appointment Expectations

This position is expected to work approximately 10-15 hours per week, with some evening or weekend availability required to support major recruitment programs and events. The work schedule will be established in coordination with the selected candidate's academic responsibilities and departmental needs.

Position Overview

The Artificial Intelligence Interdisciplinary Institute at Maryland (AIM) shapes the future of AI, ensuring it serves all of humanity and society by fearlessly innovating, co-creating, and disseminating knowledge. Through interdisciplinary research, education, and community engagement, AIM advances AI across four key pillars: Accessibility, Sustainability, Social Justice, and Learning.

AIM is hiring an undergraduate Communications & Marketing Assistant for Fall 2026, with the possibility of extending into Spring 2027. The Assistant reports primarily to the Program Director for Research Engagement & Institute Programs, while also supporting the Institute's Program Coordinator, and works on the institute's digital presence, its event campaigns, and the communications that carry AIM's research to audiences on and off campus.

This is a good fit for an undergraduate who wants a view into how an interdisciplinary research institute builds an audience: how a research agenda becomes public-facing content, how programs are promoted and measured, and how faculty scholarship reaches people outside the field. The role suits

someone who is organized, follows through on assignments, and communicates clearly about where things stand. Training and direction are provided, and no prior experience in a research setting is expected.

Reporting

This position reports to the Program Director for Research Engagement & Institute Programs, who sets the communications calendar, assigns all work, and directs both campaign and event production. The Assistant also works alongside the Institute's Program Coordinator and provides support on shared tasks such as website upkeep, newsletter distribution, the events calendar, and day-of event staffing. Assignments and priorities come from the Program Director.

Responsibilities

Responsibilities fall into two areas. The balance between them shifts across the semester depending on the programming calendar, with event operations concentrated around scheduled programs.

(60%) Communications and Campaigns

- Update website content and keep the site current with institute news
- Create social media content and schedule posts across institute channels
- Assist with production of the institute newsletter
- Edit media assets and design event graphics and campaign materials, including posters and flyers
- Provide day-of communication support for institute programs and events
- Compile digital analytics and event attendance data for program impact reporting
- Draft short posts and summaries that highlight faculty research for non-specialist audiences
- Review communications for accuracy, consistency, accessibility, grammar, and alignment with university brand standards
- Capture and edit photo and short video content from institute events and programs

(40%) Program Coordination

- Maintain the AIM website, including posting recent news, flagging technical issues, and retiring out-of-date content
- Distribute institute newsletters and stakeholder communications
- Circulate publicity materials for institute events
- Support web-based surveys in Qualtrics
- Maintain the institute events calendar
- Maintain the institute's content calendar, project trackers, and shared communications files, filing graphics, photos, and templates according to AIM's Drive conventions
- Provide event preparation and day-of staffing support for workshops, lecture series, and seminars



- Perform other communications duties as assigned

Qualifications

Required

- Currently enrolled undergraduate and graduate student at the University of Maryland, College Park, in good academic standing
- Strong writing skills, with the ability to summarize complex material clearly for general readers
- Ability to follow through on assignments and communicate progress without prompting
- Comfort with Google Workspace, particularly Sheets and Docs
- Professional, punctual, and reliable with a collaborative attitude
- Professional communication with faculty, staff, vendors, and external partners
- Sound judgment and discretion when handling institutional information that is not yet public, including award decisions, speaker arrangements, and faculty news
- Availability to work occasional evenings during scheduled institute programs and events

Desired Qualifications

- Experience managing social media for a student organization, campus publication, internship, or personal creative project, particularly LinkedIn and Instagram
- Familiarity with website content management systems such as WordPress, Drupal, or similar
- Digital design skills using tools such as Canva or Adobe Creative Suite
- Experience with photography, video production, or basic video editing
- Proficiency with Microsoft Office Suite and Google Workspace
- Pursuing a degree in Communication, Journalism, Marketing, Information Science, Government and Politics, Computer Science, or a related field
- Interest in artificial intelligence, science communication, or higher education

Physical Demands: This position is primarily sedentary digital work performed at a computer workstation. Substantial movements of the wrists, hands, and fingers are required for repetitive tasks such as typing and operating a mouse. The position also requires the ability to communicate clearly and exchange accurate information with colleagues, guests, and event attendees.

Occasional physical activity is required during institute events, including standing for extended periods and lifting, carrying, or moving event materials weighing up to 20 pounds. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions of this position.



Terms

This is a graduate student hourly position rather than a graduate assistantship. The position is paid hourly at \$25.00 per hour and does not carry tuition assistance, health benefits, or paid leave. Weekly hours vary as described above and are not guaranteed.

Eligibility

- Currently enrolled undergraduate and graduate student at the University of Maryland, College Park, in good academic standing
- Students may hold other on-campus employment, provided total hours across all campus positions remain within university limits. Applicants should confirm their total scheduled hours before accepting the position.
- International students are limited by federal law to 20 hours per week of total on-campus employment while classes are in session, and should confirm their total hours with International Student and Scholar Services before accepting the position.

Hours and Appointment

- Weekly hours fluctuate around the institute event calendar. Hours above the standard weekly range must be approved in advance by the Program Coordinator, and will be balanced against lighter weeks so that the appointment stays within its approved total.
- The appointment runs through the Fall 2026 semester and is contingent on available funding. Extension into Spring 2027 is possible based on performance and institute needs.

HOW TO APPLY

Send the following to **Callen Wallace** at cjwall@umd.edu with the subject line "AIM Communications & Marketing Assistant":

- A current resume
- A brief statement, one page or less, describing your interest in the position and any relevant experience
- A short writing sample of one to two pages, or a link to work you have produced such as a portfolio, published articles, or social media accounts you have managed

Applications will be reviewed on a rolling basis beginning Wednesday, September 16, 2026, and will continue until the position is filled. For full consideration, please apply by Tuesday, September 15, 2026. Questions about the position can be sent to **Callen Wallace** at cjwall@umd.edu.

The University of Maryland is an equal opportunity institution with respect to both education and employment.