



HOBART AND WILLIAM SMITH
COLLEGES

POSITION DESCRIPTION

POSITION TITLE: Financial Aid Education and Outreach (2025-2026)
LOCATION: Geneva, NY

POSITION SUMMARY

Hobart and William Smith Colleges is accepting applications for admission into the [Master of Arts, Higher Educational Leadership program](#). Our two-year Master's in Higher Education Leadership (MHEL) program will prepare you to challenge the current state of higher education and lead the change needed to support the next generation of college students. Courses encourage you to analyze and critique the history and policy of higher education, identify ways to move the needle on belonging, diversity and equity initiatives and investigate leadership and innovation techniques. Admission is on a rolling basis for the 2025-2026 academic year for both Graduate Assistantships and admission. The program boasts a wide array of Graduate Assistantships which include tuition remission in the HWS MHEL program and a \$20,000 stipend.

The Graduate Assistant for Financial Aid Education and Outreach position grew out of recent taskforce recommendations to increase student access to financial and academic resources in order to ensure parity across a wide range of student populations including first-generation, opportunity programs, and low-income students. The graduate assistant will play a key role in efforts to enhance communication and outreach between offices that measure satisfactory progress and student standing (Financial Aid, Student Accounts, and the Office of the Deans).

The graduate assistant will work with staff in all three offices to develop student and family-centric, inclusive educational programming and social media campaigns as well as work one-on-one with undergraduate students to resolve low-level questions. No experience in financial aid or financial policy is needed. Following training and acculturation to the student financial and academic experience at HWS, the graduate assistant will be responsible for researching and creating communication and outreach programs including webinars, TikTok videos, and social media posts (in consultation with staff in the Office of Communication as needed), particularly during FAFSA week and at the start of each semester. The goal of the position is to offer an introduction to this unique aspect of student support services, to develop and highlight programming for students to make informed decisions about their paths (academic and financial), to inform students of their financial aid options, and to offer support around financial aid processes. The position will help to expand the range of resources available to students as they prepare to submit their annual FAFSA and SAP documentation.



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Essential Responsibilities:

- Research existing efforts, deadlines, and student-need for support and create a intra-office communication plan (for Financial Aid, Student Accounts, and the Office of the Deans).
- Tabling and public outreach to increase visibility around FAFSA and relevant financial aid processes.
- Create webinars, social media videos, and social media posts directed to students and their families, including new students and new transfer students.
- Develop communication plan and relevant informational handouts for the SAP and appeal processes.
- Holding office hours to help students draft plans and complete FAFSA and being present in the Office of Financial Aid.
- Attending staff and Taskforce meetings as needed.

Other Information:

This is a part-time, temporary, non-benefits eligible position. This position description is not all-inclusive as other tasks or responsibilities may be assigned.

Qualifications:

- Bachelor's degree is required and a minimum of one year of leadership experience, preferably experience related to the area.
- Demonstrates an ability to work with a diverse group of people and enjoys spending a significant amount of time with people.
- Student centered and with a team approach to success.
- Should be detail oriented and organized.
- Must bring positive energy and a sense of humor to the work.
- The ability to develop knowledge of, respect for, and skills to engage with those of other cultures or backgrounds is required.

Terms of Employment:

- Must maintain a cumulative GPA of a 2.75.
- Employment begins August 1, 2025, and ends May 31, 2026



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All Graduate Assistantships must be accepted into the Master of Arts in Higher Education Leadership at Hobart and William Smith Colleges as full-time students, as Graduate Assistantships have a maximum term of two consecutive years. Maintaining good academic standing, contributing in the classroom setting, managing their time effectively and balancing their schoolwork along with their GA duties is a priority for all parties.

[Click here to apply for position](#)