

ECOCAR

INNOVATION CHALLENGE

DRIVING THE FUTURE

Marketing and Communications Lead

About the Competition: The EcoCAR Innovation Challenge is a four-year collegiate engineering competition in which university teams develop intelligent and energy-efficient vehicle technologies using advanced controls, electrified propulsion, automation, artificial intelligence, and industry-standard development processes.

Mississippi State University will compete in the General Motors track using a 2026 Chevrolet Blazer SS Police Edition EV. Students will contribute to the design, integration, and validation of advanced propulsion, electrical, controls, and autonomous vehicle systems.

Overview: This posting is for a fully funded graduate research assistant position (or hourly undergraduate for well-qualified candidate) to serve as the Marketing and Communications (MarComm) Lead. The MarComm lead is responsible for creating a cohesive and recognizable brand identity through consistent social media posts and campaigns, outreach campaigns, and planning and executing events. The MarComm lead will also be responsible for recruiting and managing the communications subteam. Motivated applicants with strong learning ability are encouraged to apply, even if all preferred qualifications are not met.

Hours: 20 hours/week, greater availability while approaching deliverable deadlines and during travel expected

Benefits:

- Graduate students
 - Full tuition exemption, ~\$2000/month stipend, and health insurance reimbursement
- Undergraduate students
 - Hourly pay
- Industry management experience with a multidisciplinary team
- Increased job opportunities
- Travel to workshops and competitions
- Gain experience in:
 - Social media management
 - Event planning and event execution
 - Blogging / creative writing
 - Media relations
 - Sponsor and campus engagement
 - Team management

Required Skills and Qualifications:

- Team management and leadership

- Strong written and verbal communication skills
- Familiarity with social platforms like Instagram, Facebook, and LinkedIn
- Ability to plan and execute events
- MS Office

Preferred Skills and Qualifications:

- Working knowledge of social media analytics
- Adobe Creative Suite or a similar program
- Video production

Requirements:

- Currently accepted/enrolled full time at MSU for FALL 2026
 - Must be available until May 2027 (Minimum)
- Majors: Communication, Public Relations, Marketing, or a related field

Job Description:

- Report to team Project Manager
- Lead the communications subteam
 - Recruit and train subteam members
 - Guide project progress
 - Manage deliverable progress and deadlines
 - Organize subteam meetings and team-building activities
- Lead social media and outreach efforts
 - Consistently post on social media to spread team branding, mission, and goals
 - Increase STEM literacy amongst youth grades K-12 through outreach
 - Plan community and university outreach events

Interested candidates should apply soon [here](#) to allow onboarding with the start of the semester. If you have any questions, please send an email to jeball@ece.msstate.edu.