



- I. **Title:** Social Media Assistant
- II. **Description/Scope:** Responsible for the management and oversight of all University Union and Office of Student Life social media accounts.
- III. **Supervisor:** Marketing & Graphics Specialist
- IV. **Pay Rate:** \$10.00/hour
- V. **Time Commitment:**
The Social Media Assistant works approximately 12 hours per week during the school year preferably between the hours of 8am and 5pm. This position may require working some nights and weekends.
- VI. **Responsibilities:**
 - a. Manage the University Union and Office of Student Life’s social media platforms which include Facebook and Instagram
 - b. Assist the Multimedia Assistant in creating, editing, and posting the weekly “Next Week Today” vlog
 - c. Strategically plan social media content and schedule posts through Facebook Creator Studio
 - d. Respond to customer comments and direct messages on social media pages during normal business hours
 - e. Track and gather metrics on a monthly basis to analyze engagement and growth on social media
 - f. Stay up to date on social media trends and identify areas of improvement or enhancement for the University Union and Office of Student Life
 - g. Educate self and team members on social media and digital accessibility and implement these practices throughout promotional materials
 - h. Consult with clients via email, phone or in person as needed to complete projects with efficiency, quality and customer satisfaction
 - i. Learn how to operate and train other on the iMac computer components, accessories and software including: social media and scheduling platforms, photo & video editing tools, the scanner, printer, digital camera and banner maker
 - j. Responsible for special project areas that will be assigned each semester
 - k. Attend weekly staff meetings
 - l. Completion of all other duties assigned by the Marketing & Graphics Specialist

VII. Qualifications:

Applicant must have knowledge of best social media practices and familiarity with a variety of platforms.

Students majoring in Marketing or Communications (Journalism, Mass Media, Public Relations, Social Media Strategy) are highly encouraged to apply.

**All University Union employees must be enrolled in at least six (6) undergraduate or five (5) graduate credits per semester and have a minimum of two (2) semesters of schooling left at time of hire.

Updated: 01/04/22