Social Media Assistant
Office of Residence Life
UW-Green Bay
Student Employment
Internship Option
2020-2021

General Description:
The Social Media Assistant supports ongoing and newly developed marketing initiatives by assisting in
the planning, design, and implementation of marketing strategies using social media and other
electronic media. These initiatives are primarily based on the Residence Life Marketing Plan, but will also
include other ongoing or seasonal promotion.

This position performs departmental marketing and communication included but not limited to writing
blog articles, developing web content, producing Facebook content, YouTube video, and
advertisements, monitoring social media activity, developing and maintaining a photo gallery, and
serving on committees as assigned. This position will also assist in researching best practices related to
use of social media. This position reports to the Associate Director of Residence Life.

Dates of Employment:
This position requires summer employment (up to 20 hours per week) beginning with the summer of
2019 and academic year employment (up to 20 hours per week) beginning in the fall of 2019.

Specific Duties & Role:
1. Assist with the development of creative strategies to communicate with internal and external
   audiences using social media such as Facebook, YouTube, Twitter, and Flickr.

2. Write and publish weekly media posts using social media and propose and develop new content for
   Tweets, Blogs, Facebook posts, etc. to create brand loyalty and community.

3. Serve as a “reporter”, collaborating with and pursuing leads for articles with professional and
   student staff, student leadership organizations such as the Residence Hall and Apartment
   Association (RHAA), National Residence Hall Honorary (NRHH), Community Councils, and the
   Community Apartment Board.

4. Research editorial/article content opportunities by monitoring how other similar organizations are
   using social media for marketing, and to identify current and future trends.

5. Assist in the management of web site content. Proofread communication materials, and make
   recommendations for content.

6. Assist with taking photos and video, and organization and archival of footage and images. Attend
   campus events for the purpose of using photos and video with social media and web site.

7. Contribute to and participate in script writing for video advertisements, print advertisements, photo
   captions, and other social media content.

8. Coordinate the development of logos, graphics, edit photographs using Photoshop. Maintain an
   archive of photographs and graphics.

9. Attend and participate in committee meetings and project meetings – providing feedback, making
   recommendations, preparing correspondence, collecting information, and taking meeting minutes,
   as needed.
10. Ensure that all project materials are kept organized and accessible to appropriate staff throughout the project timeline and are properly documented and archived at the completion of the project.

11. Use all appropriate electronic tools, programs, and office equipment necessary to achieve project responsibilities – document media schedules, maintain items on the media shared drive, and make recommendations for future marketing.

12. Other duties related to projects, programs, and other business initiatives and administrative support, as assigned.

Qualifications:

1. Competency with use of Facebook, Twitter, YouTube, and Instagram preferred.
2. Knowledge of WordPress or other blog publishing software is preferred, but not required.
3. Excellent interpersonal skills, ability to communicate and collaborate with staff and students.
4. Strong written communication skills; proofreading and grammar skills.
5. Ability to establish and maintain a network of relationships with staff and students.
6. Capacity to be creative, deadline-driven, innovative, and resourceful in the position.
7. Working knowledge of social media; proficient in the use of Facebook and other social media.
8. Excellent attention to detail, organizational skills, and ability to meet project deadlines.
9. Capacity to provide project support and assist with project development.
10. Ability to work independently, with great attention to detail, while maintaining the commitment to working as part of a team.
11. The ability to maintain confidentiality, to exercise sound judgment, to provide recommendations, and to solve problems.
12. Availability, 10-15 hours per week during regular business hours, 7:45 a.m. – 4:30 p.m. and some evenings and weekends during the academic year. Summer employment, 7:45 a.m. – 4:30 p.m., Monday – Friday, with up to 20 hours per week.
13. While performing the duties of this position the employee must, with or without accommodations for a disability, be able to work in an office setting using standard office equipment, such as photocopier, fax machine, printer and telephone. Must be able to converse in person and over the telephone, and to read printed materials and a computer screen. Must have the ability to travel to other offices to attend meetings.
14. Satisfactory criminal background check is required.

To Apply:

Submit a letter of application (cover letter), resume’, and two references to housing@uwgb.edu Applications will be accepted until position is filled. Priority date for applications is Thursday, August 13, by 11:59 p.m.

For More Information, Contact:
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