

Social Media Assistant
University of Wisconsin Green Bay
Office of Residence Life

Position Summary Statement

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 and Twitter 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.

Essential Job Functions

1. Assist with the development of creative strategies to communicate with internal and external audiences using social media and other marketing tools 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. Proofread communication materials, and make recommendations for web site and marketing 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, 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 schedules, maintain items on the media shared drive, and create recommendations for future marketing initiatives as needed and requested.
12. Other duties related to projects, programs, and other business initiatives, as assigned.

Knowledge, Skills, and Abilities

1. Excellent interpersonal skills, ability to communicate and collaborate with staff and students.
2. Strong written communication skills; proofreading and grammar skills.
3. Ability to establish and maintain a network of relationships with staff and students.
4. Capacity to be creative, deadline-driven, innovative, and resourceful in the position.
5. Working knowledge of social media; proficient in the use of Facebook and other social media.
6. Excellent attention to detail, organizational skills, and ability to meet project deadlines.
7. Capacity to provide project support and assist with project development
8. Ability to work independently, with great attention to detail, while maintaining the commitment to working as part of a team
9. The ability to maintain confidentiality, to exercise sound judgment, to provide recommendations, and to solve problems
10. Competency with use of Facebook, Twitter, YouTube, Flickr, and Outlook preferred. Knowledge of WordPress or other blog publishing software would be helpful, but not required.
11. Maintain full-time student status with a minimum of 2.0 GPA, semester and cumulative. Each student staff member will be expected to complete a Staff Grade Inquiry Form during the fall and spring semesters. Forms will be provided by supervisory staff a minimum of 2 weeks prior to the submission deadline. Student staff members who drop below the 2.0 minimum standard for semester or cumulative, may be released from their position or placed on employment probation.
12. Availability, 15-20 hours per week during regular business hours, 7:45 a.m. – 4:30 p.m. and some evenings and weekends. Summer employment, 7:45 a.m. – 4:30 p.m., Monday – Friday, schedule flexible.
13. Satisfactory criminal background check is required

Compensation

This position offers a competitive hourly wage of \$10.75 per hour and opportunity for internship credit (not required, please see your advisor).

Other Requirements

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