I. **Title:** Social Media Assistant

II. **Description/Scope:** The University Union Social Media Assistant is responsible for posting to and maintaining the University Union’s social media pages. This also includes looking into new ways to increase the reach of social media outlets.

III. **Supervisor:** Assistant Director of Internal Support & Promotions Team Coordinator.

IV. **Pay Level:** 3

*Compensation according to the University Union Wage Rate Guidelines (updated fall 2013)*

V. **Time Commitment:** This position is required 10-15 hours/week during the school year. This position may require some nights and weekends. 30-40 hours/week may be available during the summer.

VI. **Responsibilities:**

- Utilize the various social media outlets (Facebook, Twitter, etc.) to connect with our University Union customers and UW-Green Bay students, as well as inform and promote University Union events, promotions and services.
- Understand the rules and regulations on each of the social media outlets as to follow the Terms of Services on each.
- Regularly update and interact with those who like/follow/etc. our social media.
- Work with Website and Multimedia Coordinator to maintain a fresh and up-to-date look on each of the social media pages.
- Research new forms of social media that may help assist in the promotion of the University Union.
- Research ways other Universities and University Union’s are effectively managing their social media.
- Work with Marketing Assistant to find new ways to increase awareness of and promote University Union social media to increase reach.
- Design and implement social media plans (Trivia Tuesdays, Throwback Thursdays, etc) on the various social media outlets.
- Use sources such as TweetDeck to plan posted content ahead of time to keep consistent and regular activity on each of the social media outlets.
- Participate in staff meetings.
- Other duties as assigned by the Assistant Director of Internal Support or Promotions Team Coordinator

VII. **Qualifications:**

The applicant should have knowledge in marketing and communication principles. Familiarity with the various social media outlets and their Terms of Service is a plus. Knowledge of campus events, programs and University Union services is necessary. Excellent communication, organizational, investigative and written skills are required. The applicant must be comfortable working with a variety of people, must be flexible, and creative.

**All University Union employees are required to take at least 6 undergraduate or 5 graduate credits per semester with a minimum cumulative GPA of 2.0.**

Updated 6/13