University Housing
Student Employee Position Description

Job Title: Student Marketing Assistant - Social Media

Department: Communications & Marketing

Reports To: Senior Communications Coordinator

I. Summary of the Position

The Student Marketing Assistant – Social Media, under the supervision of the Senior Communications Coordinator, helps to develop creative and engaging content to execute across all social media platforms that help strengthen brand presence and support the operations and activities of University Housing.

II. Position Duties

General:
- Collaborate with a creative team that includes student and full-time Communications & Marketing staff to strategize creative marketing solutions, create promotional and educational content and execute marketing campaigns.
- Research new avenues for promotion and storytelling, and brainstorm unique ways to create buzz about University Housing programs, services and the on-campus residential experience.
- Participate in regular all-staff marketing meetings.
- Cover University Housing events, programs and outreach initiatives for social media stories and posts via photos and video.

Specialized to Position:
- Strategize, craft and post creative and engaging University Housing social media content.
- Assist with managing and updating the editorial social media calendar.
- Stay up to date on social media best practices and current trends to maintain relevant and engaging content.
- Input data from social media analytics and draw insights from data for a better understanding of content strategy.
- Accept other duties and responsibilities as assigned by the Senior Communications Coordinator or Senior Assistant Director Communications & Marketing.

III. Knowledge, Skills, and Experience Required

- Strong writing and communication skills.
- Understanding of marketing and communications principles (this could be obtained through coursework or class projects).
- Experience and understanding managing social media platforms, including Facebook, Twitter, Instagram, YouTube and Snapchat.
Experience or working knowledge of Adobe Creative Suite is preferred, but not required.

IV. Training/Learning Goals
- Strategic Planning: Learn how to apply social media to a larger, multi-channel marketing campaign.
- Content Creation: Conceptualize, craft and post timely and relevant social media content.
- Research and Analysis: Analyze social media metrics to determine potential future opportunities for strategy and content development.
- Teamwork and Collaboration: Work in a highly collaborative environment where communication and collaboration are a must.

V. Organizational Relationship
- The Student Marketing Assistant - Social Media is supervised by the Senior Communications Coordinator and works closely with the other Communications & Marketing staff.

VI. Physical Requirements
- Most work will be accomplished in a typical office setting but will include frequent visits to various University Housing and campus locations.
- Nights and weekends may be required.

VII. Working Environment
- The Student Marketing Assistant - Social Media works closely with the Senior Communications Coordinator and other Communications & Marketing staff to ensure project workflow, meet deadlines and produce quality work.
- Must have scheduling flexibility to be available for University Housing events and programs that can occur either during typical work hours of 8 a.m. - 5 p.m., and evening and weekend hours.
- Day-to-day work requires the ability to organize and coordinate multiple projects, while working individually and with a team.