

University Housing and Residence Life Social Media Coordinator (Student Position)

This position serves Housing & Residence life by creating communication opportunities utilizing Facebook, Instagram, and other social media platforms.

Requirements: For best consideration candidates should have experience working in Housing & Residence Life and experience in marketing. Must have experience utilizing social media platforms.

Compensation: \$13.25/hour

Position expected to be about 8-10 hours per week.

Job Responsibilities:

- Departmental Marketing
 - Increase number of likes on Facebook page and followers on Instagram through marketing and development
 - Develop strategies to market Residence Life events through meetings with supervisor and other pro staff (as necessary). Events include surveys and assessment or support of campus events like Viking Days, Viknights, and other club/community events.
 - Required to attend all large scale department events including Open House, Preview Day, Move-in Day
- Program Attendance and Engagement
 - Regularly attend programs run by campus, the department, or a residence hall
- Posting, tweeting and more
 - Craft intentional messages that are in line with the department's goals, initiatives, and programming efforts and post them on social media sites
 - Post regularly on the departmental Facebook page and Instagram account
 - Regularly be present on departmental social media accounts (liking other posts, reposting/resharing, responding to direct messages, etc.)
- Committee involvement
 - Attend departmental committee meetings upon request, as schedules allow, in order to provide social media support to those committees

Expectations: The person hired in this position will have largely independent work time and communicate on behalf of the department. This person will be responsible for adhering to the departmental alcohol, academic, internet use, and other expectations or agreements. Staff person agrees to uphold all expectations upon acceptance of the position.