University Housing & Residence Life Social Media Coordinator

This position serves Housing & Residential Life through creating communication opportunities utilizing Facebook, Twitter, and Instagram.

Requirements: For best consideration candidate should have experience working or living in Housing & Residential Life and experience in marketing. Must have experience utilizing social media platforms. Priority given to students who are active in UHRL leadership opportunities.

Compensation: $10/hour Position expected to be about 8-15 hours per week.

Job Responsibilities:

Departmental Marketing

- Increase number of likes on Facebook page and followers on Twitter through marketing and development.
- Increase engagement on all platforms.
- Develop strategies to market reslife events through meetings with Marketing Coordinator and other pro staff (as necessary). Events include surveys and assessment, or support of Viknights, homecoming, and other reslife community events.
- Required to attend all large scale department events including, Open House, Preview Day, and Move-in Day, Orientation.

Program Attendance and Engagement

- Attend 2 programs weekly either departmentally, or by hall
- Attend 1 RHA meeting/event per month to provide social media commentary.
- Utilize program attendance to inform communication using social media.

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 3-4 times weekly on the departmental Facebook Page.
- Tweet daily about the department
- Post daily on Instagram to visually communicate attended events etc. Other offices do support our Instagram page and are additional content contributors.
**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 the departmental alcohol, academic, internet use, and other expectations or agreements. Staff person agrees to uphold all expectations upon acceptance of the position.

**Administrative**
- Complete time weekly and accurately.
- Respond promptly to email or voicemail communication.
- Create strong relationships with administrative professionals in the department as well as student leaders, student RA’s, RAM’s, LCA’s.

**Communication**
- As someone who will be communicating on behalf of the department, it is imperative that you do so professionally and with care for the message for the university and department.
- Block or hide inappropriate content on Twitter or Facebook as needed. Run by supervisor first.
- Never share departmental passwords for social media accounts unless to a supervisor.
- Meet regularly with your supervisor to provide updates on progress of projects and postings.

**Posting and Tweeting**
- Tweet daily from the UHRL Twitter Account 5 days per week.
- Post 3-5 times per week from the UHRL Facebook Account.
- Work to develop a pleasing aesthetic for the Facebook page.
- Take video and/or photographs and post or tweet at your discretion or with departmental instruction. If unsure what to post, ask your supervisor to help choose content.

**Research & Development**
- Provide statistical analysis of traffic on Facebook page, Retweets biweekly
- Research use of Social Media in higher education and marketing to develop plan for departmental social media use in the future.
- Create contests and promotions
- Monitor Facebook and Twitter feeds of other departmental accounts and provide feedback.

**Web Communications**
- Updating Housing website as needed (Drupal training required). Includes: homepage, important dates, adding/updating files
- Managing community pages on Facebook: includes the creation of new pages towards the end of summer term, updating links on website, providing feedback as necessary.
- Participate in RA, LCA, RHA, NRHH trainings as requested by prostaff. Includes developing content for student staff and student leadership group trainings.

**Outreach Responsibilities**
- Will represent the department at large events and will be added to the weekly tour schedule. This position is a 12 month position, with the expectation of assisting with Summer Orientation.
- Will become familiar with University Housing Operations and Policies to answer questions from prospective and current residents through social media accurately.
- May partner with RHA and NRHH to assist in marketing/promoting the organization.
<table>
<thead>
<tr>
<th>Time Management Task</th>
<th>Time Spent Per Week</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrative procedures (checking email, tracking time, etc)</td>
<td>1</td>
<td>You will be responsible for completing in a time sheet weekly.</td>
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<tr>
<td>Research and Discovery</td>
<td>3</td>
<td>You will work to develop a strategy for our department that outlines goals for engagement and communication expectations. Research use and track increase in likes/followers.</td>
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<tr>
<td>Posting, tweeting, instagramming etc through program attendance</td>
<td>2</td>
<td>You will attend programs and work to brand and improve our Facebook, Twitter, and Instagram pages/feeds. See job description for details about expectations</td>
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<tr>
<td>Supervisor Meeting</td>
<td>30 minutes</td>
<td>You will discuss plans, projects, and assignments.</td>
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<tr>
<td>Monitoring pages and tweets of residence halls.</td>
<td>1 hour</td>
<td>You will explore pages of each residence hall weekly in order to determine quality of posts, respond to information for clarity, and communicate with your supervisor about potential issues.</td>
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<tr>
<td>Committee Involvement or meeting attendance</td>
<td>1 hour</td>
<td>You may be asked to attend a committee meeting or work group meeting in order to provide social media support to that group. This may include RHA and Ambassadors.</td>
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<tr>
<td>Other Duties as Assigned</td>
<td>2 hours</td>
<td>You may be asked to work on special projects, work in the main office during busy periods, and are required to attend major housing events.</td>
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<tr>
<td>Web Communications</td>
<td>2 hours</td>
<td>You may be asked to update website, send monthly resident newsletter, maintain group facebook pages, and participate in trainings/meetings.</td>
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