

Late Night Social Media Coordinator
Student Life & Leadership



<p>Job Description</p>	<p>The Social Media Coordinator for Carolina After Dark is responsible for maintaining and enhancing the online presence of Carolina After Dark. You will be responsible for developing promotion strategy, creating content including design of marketing materials, a weekly email newsletter, and day to day management of a Facebook page to maximize the follower base and inform students of late-night programs at UNC. This position works directly with Student Life & Leadership, Wellness, and the Campus & Community Coalition</p>
<p>Specific Duties & Responsibilities</p>	<ul style="list-style-type: none"> • Manage the Carolina After Dark Facebook page; monitor conversations and activity; respond to questions and queries • Coordinate with Carolina After Dark partners to solicit up to date program information and existing promotional materials • Serve as the primary liaison to registered student organizations by promoting, engaging, and enhancing Carolina After Dark programming initiatives • Pull late night program information from Heel Life and additional platforms to update the Facebook page events accordingly • Produce weekly Carolina After Dark listserv email with events for the weekend • Coordinate with Carolina After Dark partners to develop and execute social media strategy for online content production and scheduling • Design and execute initiatives to increase Carolina After Dark’s Facebook follower count and follower interaction • Track engagement analytics to report traffic and effectiveness • Research trends in social media, design tools, and applications to remain relevant
<p>Requirements & Qualifications</p>	<p>Required:</p> <ul style="list-style-type: none"> • Combination of formal training and work experience • Demonstrated intermediate competency in Communication, Creativity, Critical Thinking, and Collaboration • Demonstrated ability to work independently with limited supervision • Demonstrated ability for critical thinking and project management • Demonstrated ability to execute independent decision-making • Ability to work with little or no direct supervision • Proficiency in social media platforms • Ability to apply logical thinking to problem-solving and to provide practical solutions that achieve results • Strong written and verbal communication skills and the ability to interact with students, staff, and coworkers as required • Effective time-management skills and ability to meet deadlines • Independently motivated to explore new projects and opportunities to increase social media presence and reach of initiatives • Demonstrated ability to successfully interact with campus partners and/or the general public
<p>Learning Goals & Competency Development</p>	<p>As a result of employment in this position, students will:</p> <ul style="list-style-type: none"> • Make decisions based on information necessary for addressing an issue or task • Utilize various forms of platforms to increase communication skills and practices • Explore beyond conventional ideas or approaches to tasks and projects

JobX LEARNING OUTCOMES <i>(FWS Positions Only)</i>	Communication; Professionalism & Work Ethic; Collaboration & Leadership; Creativity & Problem Solving; Technical Application;
Available Openings	3
Hours	Monday-Friday 9:00am – 6:00pm, some nights and weekends required; (10-12 hours per week); availability of three days a week at minimum
Hourly Rate	\$9.50
Time Frame	Academic Year 2019-2020
Contact Name	Sarah Levine; Lee Roberts
Contact Email	Sarah.levine@unc.edu ; leerob@email.unc.edu ;
Work Location	Carolina Union Student Life & Leadership, Suite 2501
Phone	919-962-2466; 919-962-3099