

# Social Media Student Coordinator

## *Student Life & Leadership*



<b>Job Description</b>	The Social Media Coordinator for Student Life & Leadership is responsible for maintaining and enhancing the online presence of the Carolina Union. You will be responsible for developing promotion strategy, creating content, and the day to day management of various social media platforms, to maximize the follower base, inform students of events, programs, and important information.
<b>Responsibilities</b>	<ul style="list-style-type: none"> <li>• Manage the Student Life &amp; Leadership social media channels; monitor conversations and activity; Respond to questions and queries</li> <li>• Correlate with Student Organizations and Staff to develop and execute social media strategy for online content production and scheduling.</li> <li>• Design and execute initiatives to increase the department's social media follower count and follower interaction on all platforms</li> <li>• Track social media engagement analytics to report traffic, and effectiveness</li> <li>• Research trends in social media, designs tools, and applications to remain up-to-date</li> <li>• <i>Other duties as assigned</i></li> </ul>
<b>Requirements</b>	<p><b>Required</b></p> <ul style="list-style-type: none"> <li>• Proficiency in Social Media Platforms</li> <li>• Ability to apply logical thinking to problem-solving; providing practical solutions that achieve results</li> <li>• Strong written and verbal communication skills</li> <li>• Ability to interact with student, staff, and co-workers</li> <li>• Effective time management skills</li> <li>• Ability to meet deadlines and work autonomously</li> </ul>
<b>Learning Goals &amp; Competency Development</b>	<p><b><i>As a result of employment in this position, students will:</i></b></p> <ul style="list-style-type: none"> <li>• Implement online marketing strategies through social media accounts.</li> <li>• Enhance creative problem-solving skills through day-to-day troubleshooting</li> <li>• Be exposed to time sensitive deadlines to enhance time management for professional career goals.</li> </ul>
<b>JobX LEARNING OUTCOMES</b>	Communication; Collaboration & Leadership; Creativity & Problem Solving; Global Perspectives
<b>Available Openings</b>	1
<b>Hours</b>	8-10 hours per week
<b>Hourly Rate</b>	\$9.50
<b>Time Frame</b>	Academic Year 2019-2020
<b>Contact Name</b>	
<b>Contact Email</b>	

<b>Work Location</b>	Carolina Union SLL, Suite 2501
<b>Phone</b>	