

Social Media Coordinator

Job Description The Social Marketing Team, a program area of Student and Community Involvement is looking for part-time Social Media Coordinator. We are looking for an undergraduate student who is an excellent writer with the ability to create content, market events and post online. This job goes beyond the normal office hours on occasion. For example, snow closure posts typically happen outside normal business hours. Ability to work under tight deadlines with a team is a must. Applicant must be willing to learn HootSuite, ConstantContact, Flickr, Facebook, Instagram, Twitter, SnapChat and Microsoft Office - Word, Outlook. Additional skills include editing in Adobe Photoshop.

Job Duties

- Create a content calendar with the help of the Social Marketing Team advisor
- Create content and schedule posts based on content management calendar
- Work in advance, develops a timeline for project completion and meets deadlines
- Meets with Social Marketing Team Advisor to review posts
- Connect with student organizations and staff members to ensure information is correct
- Relays changes in events to all Social Marketing Team members
- Maintains Frostburg State University's brand
- Work with Social Marketing Team to develop content for the digital millennial student
- Research and implement current social media industry trends
- Gather reshareable media, drive audience to Frostburg State website or other social media
- Assesses growth and engagement of social media and makes adjustments accordingly

Work Schedule The Social Media Coordinator will work approximately 6 hours/week including MANDATORY attendance at bi-weekly team meetings. Work schedules will be determined at the beginning of the semester based upon classes. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017.

Pay **\$9.25/Hour or Academic Credit for MKTG 494 or MCOM 494**

Work Environment The Social Media Coordinator will work in the Social Marketing Team Office in Lane University Center 233 on one of four Mac computers utilizing the following software: HootSuite, ConstantContact, Flickr, Facebook, Instagram, Twitter, SnapChat, Adobe Photoshop, Microsoft Office Suite, and BobcatConnect. The attire is business casual which includes a Social Marketing Team polo.

Education Applicants for this position are expected to have at least 30 credits and demonstrated writing skills. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2017.

Learning Outcomes

- The Social Media Coordinator will be able to gather events, stories and information and share online via multiple social media platforms.
- The Social Media Coordinator will be able to effectively communicate and work with the Social Marketing Team and others.
- The Social Media Coordinator will be able to plan work and meet deadlines.
- The Social Media Coordinator will be able to problem-solve and seek answers on their own.
- The Social Media Coordinator will be creative in content creation and implement fresh ideas.
- The Social Media Coordinator will be able to market to the Frostburg State campus community.
- The Social Media Coordinator will be assess social media engagement and develop a plan of action.