

# SpotlightOnline Coordinator

## Job Description

The Social Marketing Team, a program area of Student and Community Involvement is looking for part-time electronic newsletter editor for *SpotlightOnline*. We are looking for an excellent undergraduate student writer with an eye for design who has the ability to plan, gather, write, edit and produce a weekly newsletter. Ability to work under tight deadlines with a team is a must. Applicant must be willing to learn ConstantContact and be proficient in Flickr, Facebook and Microsoft Office - Word, Outlook. Additional skills include editing in Adobe Photoshop.

## Job Duties

- Downloads event data from EMS Reservations system and enters into newsletter
- Gathers event information from events.frostburg.edu and enters into newsletter
- Gathers photos and graphics to include in newsletter
- Gather and use URLs in newsletter to drive readers to the Frostburg State website or other social media
- Connect with student organizations and staff members to ensure information is correct
- Relays changes in events to all Social Marketing Team members
- Produces an aesthetically pleasing designed newsletter
- Maintains Frostburg State University's brand
- Works a week in advance, develops a timeline for project completion and meets deadlines
- Meets with Social Marketing Team Advisor to review Tuesday afternoon/Wednesday morning
- Send a proof to Directors every Wednesday, make corrections by Friday, schedules for Monday
- Assesses growth and engagement of newsletter and makes adjustments accordingly
- Posts to social media via ConstantContact

## Work Schedule

The *SpotlightOnline* Coordinator will work approximately 6-12 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, 2016.

## Pay

**\$8.75/Hour or Academic Credit for MKTG 494 or MCOM 494**

## Work Environment

The *SpotlightOnline* Coordinator will work in the Social Marketing Team Office in Lane University Center 231 on one of four Mac computers utilizing the following software: ConstantContact, Flickr, Adobe Photoshop, Microsoft Office Suite, BobcatConnect, Facebook and Carousel. The attire is business casual which includes a Social Marketing Team polo.

## Education

Applicants for this position are expected to have at least 60 credits and preference will be given to students who have worked at least one year with the Social Marketing Team. MANDATORY attendance at Social Marketing team staff training August 22-26th, 2016. Exceptions may be made with demonstration of skill.

## Learning Outcomes

- The *SpotlightOnline* Coordinator will be able to gather event data, stories and information to construct an informative, well-designed newsletter.
- The *SpotlightOnline* Coordinator will be able to effectively communicate and work with clients as well as the Social Marketing Team and plan work accordingly.
- The *SpotlightOnline* Coordinator will be able to problem-solve and seek answers on their own.
- The *SpotlightOnline* Coordinator will be creative in design, content creation and implement fresh ideas.
- Students will be able to market to the Frostburg State campus community.
- Students will be able to assess newsletter performance and develop a plan of action.