

JOB DESCRIPTION

Digital Communications Assistant

Position Information

Description: This position is responsible for coordinating various methods of online communication, such as emails and social media, for the University Union and Student Engagement Center.

Modality: Onsite, In-Person

Supervisor: Marketing & Graphic Design Specialist

Pay Rate: \$12.25/hour (*effective Spring 2024*)

Time Commitment: 15-18 hours per week during the academic year (may include occasional evenings/weekends), and variably during academic break periods

Responsibilities

Social Media (70%)

- Create original content for the University Union and Student Engagement Center social media pages
- Write, edit and proof social media copy
- Schedule social media posts
- Attend bi-weekly brainstorm sessions to strategically plan social media content
- Analyze social media analytics and provide a report on a monthly basis
- Collaborate with teammates to capture content
- Research best social media trends and best practices and identify areas of improvement

Email (20%)

- Create emails with varying content for a number of audiences
 - o Monthly student employee newsletter
 - o University Dining Updates
 - o Promotions, specials and limited time offers
- Maintain an email communications schedule

General Marketing (10%)

- Assist with distributing weekly table tents
- Assist with distributing posters around the University Union
- Assist with special projects assigned by supervisor
- Efficiently balance workload

Required Qualifications

- Sophomore-senior status at start of employment
- Familiarity with a variety of social media platforms (Instagram and TikTok especially)
- Comfortable being on camera
- Knowledge of best social media practices, trends and strategy
- Excellent copywriting skills, which include grammar, spelling and sentence structure
- Excellent time management skills
- Excellent written and verbal communication skills

- Ability to work individually and collaboratively

Preferred Qualifications

- Experience managing social media account(s) for an organization or business
- Experience writing and sending emails to mass audiences
- Major or minor in Communication (Journalism, Mass Media, Public Relations, Social Media Strategy), Marketing or Writing & Applied Arts

Updated: 03/04/24