



## **Marketing Team: Social Media Contributor**

**Supervisor:** Marketing and Promotions Coordinator

### **Job Description**

The Social Media Contributor is responsible for representing the personality and voice of Campus Recreation through social media platforms. By following our voice

- Is aware of what is happening in our departments and engages with followers
- Collaborates with Campus Recreation professional staff to create a social media calendar that is constantly changing and being updated as needs arise
- Able to use project management tool, Wrike, to track progress on projects
- Able to utilize Meta Business Suite to actively plan and post content to various Facebook and Instagram. Additionally, utilize Meta to track statistics of success of posts
- Manage social media platforms using an annual marketing plan and set guidelines: Facebook, Twitter, Pinterest, YouTube, and Instagram
- Generate buzz and drive website traffic through viral marketing initiatives
- Monitor social media sites, respond to questions, and facilitate conversation rather than messaging with a sales approach
- Take initiative in creating content from researching university and community events, upcoming dates, and being familiar with department staff activities
- Attend student staff meetings and trainings
- Adhere to all University and department guidelines and policies regarding social media

### **Qualifications**

- Experience using social media platforms including Facebook, Instagram, and YouTube
- Studying mass communication, marketing, or another related field

### **Preferred Qualifications**

- Experience using content management platform or scheduler
- Understanding of video creation with reels

## **Wages/Scheduling**

- Work hours will take place between 8am-5pm for collaboration, asking the supervisor questions, and connecting with program area staff
- Schedule can be around courses
- The position is approximately 10 hours a week at \$9.50 an hour

## **Evaluation**

- All Campus Recreation student staff undergo routine evaluations with supervisors as a student development opportunity

## **Other**

- Safety is our #1 priority
- In accordance with the Student Affairs Division/Campus Recreation Office Strategic Plan, other duties as assigned.
- Texas State University is an Equal Employment Opportunity/Affirmative Action Employer, committed to inclusive thoughts and action in support of our diverse community. Individuals from historically underrepresented groups and all those who share our commitment to inclusivity and passion for the strength of our diversity are strongly encouraged to apply.