



Job Description - Content Creator

Supervisor:

Marketing Coordinator

Job Description

The ideal candidate for this position has an outgoing personality with a passion for producing high-quality content, which can include blog posts, videos, infographics, social media posts, and more.

- Responsible for representing the personality and voice of Campus Recreation through social media platforms
- 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
- Abides by general Texas State guidelines in regard to social media
- Serves as an initial point of contact for inbound requests/issues via social media channels
- Able to use software such as Adobe Suite or Canva to create visually appealing posts
- Able to utilize Meta Business Suite to actively plan and post content to various social media platforms. Additionally, utilize Meta to track statistics of success of posts
- Manage social media platforms using an annual marketing plan and set guidelines: Facebook, Twitter, YouTube, and Instagram
- Generate buzz and drive website traffic through viral marketing initiatives
- Monitor social media sites, respond to questions, and facilitate conversation
- Take initiative in creating content from researching university and community events, upcoming dates, and being familiar with department staff activities
- Attend staff meetings, trainings, and in-services
- Adhere to all University and department guidelines and policies

Qualifications:

- Experience using social media platforms including Facebook, Instagram, and YouTube
- Interest in social media trending topics
- Proficiency in using Adobe Creative Cloud
- Basic video-editing and on-camera experience
- Excellent written and verbal communication skills
- Strong interpersonal and active listening skills
- Demonstrated ability conducting interviews

Wages/Scheduling:

Routine office hours will be scheduled on weekdays between 8am to 5pm for collaboration and can be designed around courses. Occasional evening work will be required. The position offers approximately 10 hours a week. Wages start at \$10.50 an hour.

Evaluation:

All Campus Recreation student staff undergo routine evaluations with supervisors as a student development opportunity. Opportunities will also exist to evaluate upwards. Two long semesters worked with positive evaluations could result in a .25 wage increase.

Other:

- In accordance with the Student Success Division/Campus Recreation Office Strategic Plan, other duties as assigned.