

Organization Name: Office of Student Life
Job Title: Social Media Assistant
Reports to: Leah Erben (Marketing Communications Coordinator, Office of Student Life)



Job Objective: Assist in managing and growing Student Life's social media accounts to help students find out about OSL involvement opportunities

Responsibilities:

- Plans and manages content for Student Life Instagram, Facebook, X/Twitter, and Tik Tok platforms using a structured content calendar
- Writes copy for social media and assorted marketing projects
- Oversees daily engagement on Student Life social media accounts
- Coordinates photoshoots and assist in planning video shoots related to social media
- Networks with student organization social channels to share relevant content
- Manages content in Juicer, our social media aggregator
- Assists with brainstorming original content and campaigns
- Tracks and analyzes metrics of Student Life social channels and creates reports
- Conducts research to help optimize marketing messages and materials
- Assists student marketing project manager with misc. marketing needs

Required qualifications:

- Must be current GVSU student enrolled in at least 6 credits
- Studying advertising & public relations, marketing, communications, or related field of study
- Experience with and knowledge of social media
- Able to pitch fun, creative, and innovative ideas
- Interested in basic graphic design
- Strong organizational and time management skills
- Must be able to work independently and also collaboratively
- Available to work **12-16 weekly in-person hours** in the Promotions Office (Kirkhof 0008) between 8 a.m. and 6 p.m., Monday-Friday during the academic year (spring/summer hours may be available but will not be required)

Preferred qualifications:

- Prior experience managing professional social media accounts
- Interest in websites and/or managing marketing campaigns
- Graphic design experience (Canva and/or Adobe Illustrator)
- Ability to work outside normal office hours, including occasional weekends/breaks if needed
- Active in some part of Student Life (member of a student org, attends CAB events, involved in civic engagement programming, and/or part of Greek Life)

Compensation: [Starts as a level 5A](#) (\$12.43/hr) with merit-based increase opportunities available

Description of organization: The Office of Student Life strives to engage students in a variety of experiences that offer opportunities for growth and development. Through the many programs, services, and other opportunities offered, students are provided with an environment to gain skills that will complement their academic programs and prepare them for the future.

How to apply: Deadlines and information about applying for this position can be found online at <http://gvsu.edu/promotions/apply>

