

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



Job Objective: Creates content for and maintains the Office of Student Life's social media accounts

Responsibilities:

- Write copy for Student Life Facebook, Twitter, and Instagram posts
- Oversee daily engagement on Student Life social media accounts
- Update and assist in managing the social content calendar
- Network with student organization social channels to share relevant content
- Manage the social@gvsu.edu email and respond to requests
- Manage content in Juicer, our social media aggregator
- Assist in planning social campaigns and coordinating special social projects
- Assist with brainstorming of original content and campaigns
- Work with project managers to oversee execution of content creation
- Track and analyze metrics of Student Life social channels and create reports
- Conduct research to help optimize marketing messages and materials

Required qualifications:

- Must be current GVSU student enrolled in at least 6 credits
- Advertising & Public Relations, Marketing, Communications, or related field of study
- Experience with and knowledge of social media
- 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.-6 p.m., Monday-Friday during the academic year

Preferred qualifications:

- Ability to work outside normal office hours, including occasional weekends/breaks if needed
- Active in some part of Student Life
- Leadership skills/experience

Compensation: Starts as a level 5A (\$12.20/hr) and increases based on time in the position.

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>