

Social Media Manager *Job Description*

Organization Name: Office of Student Life

Job Title: Student Life Social Media Manager

Reports to: Kell Arrand, Promotions Office Coordinator

Summary: The Social Media Manager is in charge of managing the overall voice and brand on the Office of Student Life's social media channels. They are expected to create and plan social content, perform daily engagement, gather analytic data, attend team meetings, and work with marketing, writing, and graphic design staff to collaborate on marketing campaigns.

Job Responsibilities

- Write content for posts, and post natively to Student Life's social platforms
- Oversee daily engagement on Facebook, Twitter, and Instagram
- Keep an updated content calendar with release dates/content for posting
- Network with student organization social channels to share relevant content
- Manage the social@gvsu.edu email and respond to requests
- Manage content in social media aggregator
- Plan social campaigns and coordinate special social projects
- Assist with brainstorming of original content and campaigns
- Work with project managers/coordinators to oversee execution of content creation
- Attend weekly marketing meetings and social media content planning meetings
- Track and analyze metrics of Student Life social channels and create reports
- Conduct research to help optimize marketing messages and materials

Required/Preferred Qualifications

- Must be a current GVSU student enrolled in at least 6 credits
- Advertising & Public Relations or Marketing majors preferred
- Experience with and knowledge of social media
- Strong organizational skills & good time management
- Ability to work independently and with a team
- Ability to think both creatively and strategically
- Active in some part of Student Life

Compensation: Wages are competitive with other on-campus jobs. Increases with experience.

Hours: 20 per week, Monday–Friday, between 9 a.m. and 5 p.m. Some events may require working on nights and weekends (with advance notice).