

PROMOTIONS OFFICE | social team

Organization Name: Promotions Office in the Office of Student Life

Job Title: Social Media Staff Assistant

Reports to: Kell Arrand (Promotions Coordinator) & Bobby Nielsen (Marketing Manager)

Job Objective: Manages the overall voice and brand on the Office of Student Life's social media channels.

Responsibilities:

- Overall focus on social team management and logistics
- Leads monthly social committee meetings with department heads and weekly team meetings
- Attends weekly Marketing meetings
- Works with project managers/coordinators to oversee execution of content creation
- Plans social campaigns and coordinates special social projects
- Tracks and analyzes metrics of Student Life social channels
- Prepares monthly report on social channels for Marketing Committee
- Conducts research to help optimize marketing messages and materials
- Responsible for keeping updated content calendar with release dates/content for posting
- Networks with Student Organization social channels to share relevant content
- Leads brainstorming of original content and campaigns
- Meets with social managers in Student Life to communicate goals and standards

Required qualifications:

- Must be current GVSU student enrolled in, at least, 6 credits
- Experience with and knowledge of social media
- Strong organizational skills & good time management
- Must be able to work independently and also collaboratively to lead the social team staff
- Active in some part of Student Life

Preferred qualifications:

- Interest in Marketing, Public Relations, etc.
- Ability to work outside normal office hours, including weekends if needed

Compensation: This position includes regularly scheduled weekly office hours. Increases with experience. Additional hours are available on a project by project basis.

Description of organization: The Promotions Office is a team of young professionals who strive to inform, educate, and inspire the GVSU community through creative and innovative promotional materials.

The Office of Student Life strives to engage students in a variety of experiences that will offer opportunities for growth and development. Through the many programs, services, and leadership opportunities offered, students are provided with an environment to gain skills that will complement their academic programs and help 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>