University Center Job Description

SOCIAL MEDIA COORDINATOR

JOB TITLE: UCen Social Media Coordinator
DEPARTMENT: Administration
REPORTS TO: Kristi KirkPatrick
RATE OF PAY: $14 per hour

The Social Media Coordinator is someone who knows everything that’s happening at the University Center and wants to tell everybody about it through social media. Someone who is pursuing a career in Media/Marketing would be ideal.

This position is primarily responsible for the maintenance of the University Center and The Hub presence on our various social media platforms; including Facebook, Twitter, Instagram, YouTube, and others that may be implemented. This includes supervised and independent scheduling of events, advertisements, photos and videos. The person most suited to this position is someone who proactively stays up to date on what is happening in the UCen, Hub, and campus, and can create excitement about these events via social media. Secondarily, the coordinator will be responsible for responding to inquiries and comments on all social media, attending and photographing hub events, and maintaining and enhancing the UCen presence on all social media platforms. An interest in current events, cultural trends, and social diversity is very useful.

Please include a cover letter and a resume with your application.

Qualifications:

- Applicants must be full-time students at UCSB and have experience with current social media platforms
- Currently enrolled in a marketing, media, journalism, mass communication or related business major with a marketing focus
- Proficiency in Instagram, Twitter, YouTube, and Facebook required as well as general knowledge in creating content through video, images, and other digital media
- Professional work attitude and appropriate work attire for the environment
- Excellent communication skills and ability to interact with public
- Strong writing ability using correct spelling and grammar
- Detail oriented with excellent organizational skills
- Outgoing, enthusiastic and creative
- Ability to meet deadlines in a fast-paced environment
- Ability to take direction and constructive feedback from managers and clients with a positive attitude
• Availability outside of assigned work schedule
• Must be self-disciplined, able to work independently, and proficient in time-management
• Patience and diplomacy for working as part of a team with the willingness to receive direction
• Flexibility to be present for programs and events that will take place in the UCen
• Must be comfortable serving as part of a diverse team that includes people with varying beliefs and backgrounds

**Essential Duties and Responsibilities:**
• Take direction from supervisor and UCen social media committee, but also be able to work independently
• Create appropriate, attention-catching content for social media that promotes UCen events, initiatives, and services and stay current with campus news and events
• Engage with and respond to inquiries/comments on various platforms in a timely manner
• Develop strategies to increase followership and engagement
• Stay current on social media trends to maintain a competitive and relevant edge for the UCen
• Create individualized social media strategies for different platforms
• Maintain the utmost level of professionalism and respect when conducting interviews and attending UCen events
• Meet with supervisor weekly to review upcoming events and social media posting schedule
• Research all platform “Terms of Service” to keep UCen Social Media accounts in compliance
• Address and report complaints, insensitive content, copyright infringements, negative press, etc
• Analyze and create regular social media analytics reports
• Assist with the concept designs of UCen Hub promotional items

**Preferred Skills**
• Photography and video skills
• Experienced in reaching and engaging audiences through careful and effective messaging

**Hours of Work:**
This position will be staffed by two part-time UCen Social Media Coordinators, who will work a combined 19.5 hour work week. Hours will be scheduled between 8am and 5pm Monday through Friday as well as some nights and weekends. This is a year-round position and working over the summer is a requirement. Employee is responsible for maintaining and approving their electronic timecard.