

Social Media Student Assistant

Length of Position:

Spring and Summer 2020, with potential to continue in Fall 2020

Hours:

25 hours/week

Department:

Marketing and Communications

Job Description:

Do you love tweeting less than 280 characters, creating fire social media content, and are interested in gaining skills in the social media field? Read on to learn more about what this position entails, and how you can apply!

The Social Media Student Assistant will be part of a team, and responsible for drafting content for the university social media channels (Twitter, Facebook, LinkedIn, Instagram, YouTube, and TikTok) alongside the Social Media Coordinator. The student will also assist with scheduling takeovers of several student-centered YSU accounts, and have an opportunity to run a social media campaign of their choice that is brand-centered and in coordination with university guidelines.

This position requires creative writing and editing skills. Candidate is preferred to be knowledgeable of written, spoken, casual, slang, humor and colloquialisms of the English language. In addition to regular office hours (Monday - Friday), occasional evening and/or weekend work may be required.

Tasks:

- Monitor social media conversations through Falcon, a social listening tool
- Gather content that is shared from students, faculty and staff and find ways to share that content on the university accounts
- Develop engaging stories content across social media channels
- Assist in the development of content and campaign ideas as needed

Proposed start date:

March 30, 2020