

**Office of New Student Orientation**  
**Student Employment Position: Social Media, Marketing, and Logistics Student Assistant**

The Social Media, Marketing, and Logistics (SMML) Student Assistant will plan, create, manage, implement, and evaluate the social media and marketing communications for the Office of New Student Orientation & Parent Relations (NSOPR) and the Office of Enrollment Management (EM) programs and events. The student assistant will also work with staff members to develop content for various mediums (ads, posters, brochures, web pages, social media, etc.) as needed. The SMML Student Assistant will also assist with event logistics related to Orientation, Family, and Enrollment events including signage, evaluations, event set-up/clean-up, etc.

Students applying for this position should consider themselves an early adopter and influencer of social media. They must know and use a variety of social media channels — such as Facebook, Twitter, Instagram, YouTube, etc. — and have an engaged following of their own. They must have strong writing and editing skills. Video and photography skills are strongly desired. Applicants for this position must also be able to work independently, meet deadlines, and be detail-oriented.

**Job Duties and Responsibilities**

- Manage promotions and advertisements;
- Review analytics to assess success and recommend improvements for future posts;
- Develop strategies to increase followership and engagement;
- Manage regular posting schedule of event promotions;
- Develop miscellaneous content to increase followership;
- Host special programs, such as “Instagram Challenges and Snapchat takeovers;”
- Create Facebook events for each hosted program;
- Monitor and respond to comments and direct messages in a timely manner;
- Make occasional posts to cross-promote events hosted by other departments;
- Manage social media engagement during events, such as Facebook Live and other live posts;
- Take photos and videos at events and upload to Social Media and Webpages;
- Manage photo albums on department website, drives, and Google Drive;
- Assist with coordinating marketing events;
- Assisting in general marketing support duties;
- Develop and Maintain a social media strategy;
- Provide marketing services assistance to NSOPR and EM staff, including proofreading, copying, filing, data entry, paper trimming, adhesive spray mounting, sign making, pick-up/delivery of marketing items, and other duties as assigned.
- Assist with implementing orientation, family, and enrollment event set-up/clean-up as needed; creation and tabulation of evaluations; staff check-in and information tables; ensure materials needed for event are available; maintain, organize, and set-up event signage;
- Provide excellent customer service via phone, email, and in person interaction;
- Represent UIS and NSOPR to new students and their parents;
- Serve as a resource regarding campus information;
- Maintain participant confidentiality;
- Assist with other duties as assigned.

**Qualifications**

- Must be a University of Illinois Springfield student currently registered for the Spring semester;
- Must have a valid U.S. Driver’s License and be able to drive university vehicles including vans and golf cart;
- Be able to lift boxes, carry items;

- Significant knowledge of the UIS Campus and buildings;
- Significant knowledge and familiarity with university offices and the resources they provide;
- Proficient in Microsoft Word (Mail Merge functions, print labels and nametags) and Excel (create, manage spreadsheets: organize, maintain, and sort data);
- Must be highly motivated;
- Must be willing to learn new skills;
- Must be able to take direction well and be capable of compromise;
- Strong oral and written communication skills;
- Strong proof-reading and editing skills;
- Ability to work well and quickly under pressure both individually and as a part of a team;
- Excellent project management skills to consistently meet deadlines;
- Must be able to work independently and as a member of a team;
- Should have basic computer skills (Office: Word, Power point, excel) and ability to use/learn departmental software;
- Strong demonstrated experience with social media including Facebook, Twitter, Instagram, Pinterest, SnapChat, and Google++;
- Should have knowledge social media management tools like Hootsuite.

### **Desired Qualifications**

- Strong functional knowledge of social media principles, practices, and the desire to apply that knowledge in a professional environment;
- Basic understanding of introductory marketing and communications principles (this could be obtained through coursework or class projects).
- Ability to learn and adhere to university brand standards and divisional marketing practices;
- Advanced computer skills: Adobe Creative Suite: Illustrator, Photoshop; Spark;
- Ability to create and edit videos;
- Ability to take and edit photos;
- Ability to create social media stories;
- Familiarity with web design and programs like WordPress;
- Strong problem-solving skills;
- Time Management – ability to multitask and meet deadlines;
- Initiative – ability to understand responsibilities, anticipate problems; seek assistance when needed, work independently;
- Professionalism:
- Problem Solving – ability to identify problems, generate possible solutions, and work the solution;
- Organization – maintain a meticulous work environment;
- Customer Service skills.

### **Employment Starting Pay Rate, Dates, and Times**

- \$10/hour;
- Spring semester and summer commitment is strongly desired; a year-long commitment is preferred;
- Minimum 10-15 hours/ week scheduled M-F between 8:30am-5pm (some night and weekend work required at events) when classes are in session; Up to full-time work during the summer;
- Work Study is not required for this position; however, work-study recipients are encouraged to apply.

### **Notes about this position**

- This student employee will spend a a lot of their time in an office environment, but should also be prepared to be outdoors in all kinds of weather as needed.
- Students should not expect to be able to do school work while working.

## **How to Apply**

Apply for the position through Career Connect by December 20. Applicants must submit a current resume highlighting skills and experiences related to this position through Career Connect as well. Candidates who are asked to interview should be prepared to provide examples of their work during their interview that include:

- 3-4 strong posts from your own social media channels
- 3-4 examples of strong social media accounts that you follow
- 2-3 examples of marketing and promotional materials