

Women's Resource Center  
**SOCIAL MEDIA SPECIALIST**  
Job Description

**I. EMPLOYMENT CONDITIONS**

- Social Media Specialist must be an enrolled student throughout duration of hire
- Position reports directly to the Associate Director and Graduate Assistant and is accountable to all professional staff at the WRC/SI.
- Position works approximately 10-15 hours a week (determined by the current work study allotment)
- Position will work both set and flexible hours. Occasional evening hours will be required.
- Two weeks' notice is expected for resignation
- Position must complete full student staff orientation/training and attend student staff meetings as needed.
- Two-semester commitment required as Social Media Specialist, beginning Fall 2016

**II. QUALIFICATIONS**

A. Necessary qualifications

- Dedication and commitment to women's and gender issues with a social justice perspective
- Strong networking skills
- Attention to detail in organization of outreach opportunities
- Excellent oral and written communication skills
- Ability to work in a professional/office environment
- Ability to work in a collaborative/team environment
- Commitment to growing personally and professionally through training opportunities of the position
- Responsible for content delivered through programs and services of the WRC

B. Preferred qualifications

- Previous experience organizing outreach with various groups
- Public speaking skills
- Previous experience working in an office or other professional environment

**III. BENEFITS**

- Experience in program and event planning and communications
- Fun and friendly work environment
- Time will be compensated at current minimum wage and has the potential to increase based upon time and performance in the position.

**IV. RESPONSIBILITIES**

*This student position is responsible for support, co-coordination and implementation of WRC outreach and programming using Social Media*

A. Primary Responsibilities

1. Social Media Outreach and Program Implementation

- Regularly update all social media outlets including Twitter, Facebook and Instagram
- Maintain event promotion through social media
- Co-coordinate social media programming
- Identify innovative ways to engage campus community in women's and gender issues through social media
- When applicable, write pieces for social media
- Regular communication with supervisors regarding social media posts and content
- Stay current on upcoming WRC programs, new services and activities to promote them through social media
- Maintain regular communication and collaboration with other student staff positions as necessary to fulfill job requirements including:
  - Work with Program Specialist to identify current programming to promote to campus and community groups through social media
  - Work with Outreach Specialist to exchange relevant information necessary for outreach through social media
  - Work with Graphic Design and Marketing Specialist to develop graphic design images for social media to maintain consistency in WRC logos and branding
  - Work with Current Events Specialist to integrate contemporary issues relevant to women and gender into social media presence
  - Work with Stryker Support Specialist to identify common posts that can be shared between WRC and SI and also collaborate wherever possible regarding social media presence.
- Identify new ways to promote social media presence (including giveaways and marketing)

## 2. Records and Office Tasks

- Maintain records of current, previous, and future social media activities
- Review and compile resources and reference materials to support ongoing social media presence
- Work with GA (and Current Events Specialist) to identify weekly questions to pose to the campus community through social media

## B. Additional Responsibilities

- Support WRC program tasks as needed
- Provide office coverage and all student employee related support for services and programs offered through WRC and Stryker Institute (including all general student employee responsibilities outlined in the Student Employee Handbook)

## V. EVALUATION

- Based upon success in meeting responsibilities defined above
- Completed at the end of each semester by the Associate Director and Graduate Assistant.
- Basis for future employment with the Women's Resource Center, references and letters of recommendation

