

Women's Resource Center
CURRENT EVENTS & SOCIAL MEDIA SPECIALIST
Job Description

I. EMPLOYMENT CONDITIONS

- The Current Events & Social Media Specialist must be an enrolled student throughout duration of hire
- Position reports directly to the Associate Director and WRC Graduate Assistants 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 weekly student staff meetings.
- Two-semester commitment required as Student Employee

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.

IV. RESPONSIBILITIES

This student position is responsible for researching and communicating current events and contemporary women's and gender issues, as well as ongoing and current social justice conversations. This position is also responsible for supporting current WRC programs and services to ensure that they are addressing contemporary issues relevant to the work of the

Center. Additionally, this position is also responsible for support, co-coordination and implementation of WRC outreach and programming using social media.

A. Primary Responsibilities

- Utilize various media outlets to maintain current on women's and gender issues (local/campus and community, national, and global)
- Distribute current events via email to student and professional staff for personal and professional development
- Bring current events to staff meetings and trainings for discussion (where applicable)
- Provide write-ups for monthly newsletters about current events and reflections associated with monthly topics
- Collaborate with Graduate Assistants (and AD where necessary) to identify monthly newsletter themes and topics
- Stay current on upcoming WRC programs to integrate current events
- Work with AD and Graduate Assistants to evaluate WRC services to ensure they are addressing current needs
- Regularly update all social media outlets including Twitter, Facebook, Snap Chat, 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
- Identify new ways to promote social media presence (including giveaways and marketing)
- Maintain regular communication and collaboration with other student staff positions as necessary to fulfill job requirements including:
 - Work with Program Specialist to identify current events to integrate into programming and to identify current programming to promote to campus and community groups through social media.
 - Work with Graphic Design and Marketing Specialist to integrate current events into marketing strategy for WRC campus and community presence and to develop graphic design images for social media to maintain consistency in WRC logos and branding.
 - Work with Outreach Specialist to identify strategies to integrate contemporary issues into WRC outreach opportunities on campus and in the community and to exchange relevant information necessary for outreach through social media.
 - Work with Stryker Support Specialist to share relevant information (specific to social justice and identity, leadership and mentorship) that

can be incorporated into SI program and to identify common posts that can be shared between WRC and SI. Collaborate wherever possible regarding social media presence.

2. Current Events Education/Facilitation

- Support education of campus community related to current events
- Support increasing awareness of student and professional staff at the WRC regarding contemporary issues
- Facilitate presentations and discussion groups (as necessary) around contemporary topics

3. Records and Office Tasks

- Maintain records of current events and store in s drive (e.g. articles, video links, etc.)
- Review and compile resources (both electronic and hard copy) to inform ongoing personal and professional development of student and professional staff.
- 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 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