Cinema Studies Program

Social Media Student Assistant

Job Description

The Social Media Student Assistant is supervised by the Media Coordinator and works closely with the Student Services Assistant Director as well as the administrative team. This position can receive assignments from the following administrative personnel: Office Manager, Student Services Assistant Director, Media Coordinator, and Office Coordinator. Responsibilities are largely completed independently and online. The qualified student will have experience in using electronic media to promote and expand readership and experience managing projects. Excellent writing and time management skills are required for this position.

Position Outline

- Spring Term 2015: 6 hours per week
- 2015-16 Academic Year: 12-15 hours per week
- Enrolled full-time (8-12 Credits) as University of Oregon student
- Minimum GPA required: 3.0
- Preference will be given to juniors and seniors (must be available to work for the 2015-16 academic year)

Required Experience:

- Demonstrated leadership experience in a job or educational setting, working independently with minimal supervision
- Demonstrated writing and editing experience for a publication, newspaper, or magazine
- Demonstrated ability to work successfully in a team environment in a job or in an educational setting
- Education and/or experience in maintaining social networking sites, including websites, Facebook fan pages, Twitter, Instagram, etc.
- Knowledge of cinema and film news sites and in tune with pop culture
- Familiarity with Excel spreadsheets
- Ability to check emails 1-2 times each day, and reply to requests in a timely manner
- Knowledge of social media management and monitoring tools, including HootSuite

Additional Preferred Background:

- HootSuite Certification
- Course work in media management, design, advertising, marketing, public relations, or in a related field
- Experience and/or education in graphic and digital design

Responsibilities

Social Media Management:

- Check the UO Cinema Studies social media email at least once per day.
- Work with Media Coordinator to develop a social media calendar each term.
- Monitor online conversations regarding the University of Oregon and the Cinema Studies Program via HootSuite. Engage in and reply to conversations and comments as needed.

Social Media Promotions and Engagement:

- Update and post Cinema Studies events on the Cinema Studies social media sites (Facebook, Twitter, and Instagram) according to the UO Cinema Studies social media plan.
- Review and edit requests for social media promotion and post as appropriate.
- Review, evaluate, and post submissions to the UO Cinema Studies blog.
- Promote opportunities for guest blog submissions via social media.
- Independently conduct film and media research to post on social media sites as needed.
- Collaborate with Graphic Designer Student Assistant to coordinate promotional project formatting and design required for social media.

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Cinema Studies Website Maintenance:
- Write and post content to the Cinema Studies program website, including news, events, and site updates.
- Write and post content to the faculty website, as directed by the Program Manager.

Digital Network:
- Create job and internship postings on the Digital Network private Facebook Group upon instruction of the Student Services Assistant Director.
- Promote jobs on Digital Network.
- Identify quality career and professional development articles to post to Digital Network private Facebook Group upon approval of the Student Services Assistant Director.
- Develop and implement engagement opportunities for alumni, industry professionals, and students on the Digital Network.
- Monitor online conversations daily.
- Attend weekly meetings with Student Services Assistant Director.

Cinema Studies CINEMA Magazine:
- Write articles for the annual Cinema Studies program magazine.
- Conduct interviews for articles as needed.
- Format entire magazine content for posting to CINEMA website.

General Office Duties:
- Hold weekly office hours scheduled in the Cinema Studies office.
- Attend weekly meetings with the administrative staff to coordinate promotional material and timelines and review project development.
- Track social media followers, insights, and other information as needed in Excel.
- Draft quarterly progress reports detailing social media growth and current projects.
- Attend and live-Tweet at Cinema Studies events as scheduled.
- Conduct class visits to promote Cinema Studies events as needed.
- Track and report social media statistics monthly.

Goals & Learning Outcomes
The goals for this position is for the student to develop the following skills applicable in a career post-college:

1. The student will learn strong organizational and time management skills to manage multiple responsibilities to meet a deadline. This skill requires the ability to strategize with peers and administrative personnel to complete a project. The student will manage a written workflow that documents their ability to successfully schedule projects to meet a deadline.

2. The student will develop professional communication skills to become a contributing member in a team environment. The experience of working with multiple administrative staff and faculty members provides the environment for the student to learn to collaborate with different people in a work environment.

3. The student will learn to successfully take the initiative to plan a project from concept to completion and report written results of the project.

4. The student will gain valuable tactical social media skills in translating analytics into strategies, building social media followers, and developing online branding. Results of strategies and online branding will be reported in a written format; social media followers will be reported and tracked on a monthly basis.