

Social Media Student Assistant 2021-22 Job Description

The Social Media Student Assistant is supervised by the Media Coordinator and works closely with the administrative team. This position can receive assignments from the following administrative personnel: Department Head, Business Manager, Media Coordinator, and Office Staff.

Responsibilities are largely completed independently and online. The qualified student will have experience in using social media to promote and expand engagement for a company, club, or organization. Excellent writing and time management skills, as well as experience managing projects, are required for this position.

Position Outline

- 10-12 hours per week during the 2021-22 academic year
- Enrolled full-time (8-12 Credits) as University of Oregon student
- Preference will be given to candidates with a minimum 3.0 GPA
- \$12.75-\$13.00 per hour, depending on experience

Required Experience:

- Education and/or experience in maintaining social networking sites (Facebook, Twitter, Instagram) for a company, organization, club, etc.
- Knowledge of social media management and monitoring tools
- Demonstrated leadership experience in a job or educational setting, working independently with minimal supervision
- Demonstrated writing and editing experience for a website, social media site, or publication
- Demonstrated ability to work successfully in a team environment in a job or in an educational setting
- Ability to check email and Teams tasks 1-2 times each day and reply to requests in a timely manner

Additional Preferred Background:

- Experience in HootSuite
- Course work in media management, advertising, marketing, public relations, or in a related field
- Knowledge of cinema and film news sites

Responsibilities

Social Media Management:

- Check the email and Teams tasks at least once per day.
- Monitor online conversations regarding the University of Oregon and the Cinema Studies Department daily. Engage in and reply to conversations and comments as needed.
- 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, via Hootsuite.
- Post as needed to the Cinema Studies Facebook Group.
- Review and edit requests for social media promotion and post as appropriate.
- Independently conduct film and media research to post on social media sites as needed.
- Conduct social media contests

General Office Duties:

- Hold weekly office hours in the Cinema Studies office and/or remotely
- Availability for occasional social media posting outside of office hours as needed

- Track and report social media statistics
- Attend and live-Tweet at Cinema Studies events
- Conduct class visits to promote Cinema Studies events
- Utilize Teams for project management tracking, planning, and communicating with staff