

Cinema Studies Program

Social Media Student Assistant 2017-18 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 social media to promote and expand readership 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

- Spring Term 2017: 2-4 hours per week
- 2017-18 Academic Year: 10-12 hours per week
- Enrolled full-time (8-12 Credits) as University of Oregon student
- Preference will be given to candidates with a minimum 3.0 GPA.
- Preference will be given to juniors and seniors (must be available to work for the 2017-18 academic year).
- \$10.50 – \$11.25 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, including HootSuite
- 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, publication, newspaper, or magazine
- Demonstrated ability to work successfully in a team environment in a job or in an educational setting
- Ability to check emails 1-2 times each day and reply to requests in a timely manner

Additional Preferred Background:

- HootSuite Certification
- Course work in media management, advertising, marketing, public relations, or in a related field
- Familiarity with Excel spreadsheets
- Knowledge of cinema and film news sites

Responsibilities

Social Media Management:

- Check the UO Cinema Studies social media email at least once per day.
- 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.
- 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.
- 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.

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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.

General Office Duties:

- Hold weekly office hours scheduled in the Cinema Studies office.
- Track and report social media statistics monthly in Excel.
- Attend and live-Tweet at Cinema Studies events as scheduled.
- Conduct class visits to promote Cinema Studies events as needed.