

Graduate Assistant for Student Affairs Social Media and Marketing

This position will serve as part of the Student Affairs Division reporting directly to the Student Affairs Information Technology Specialist. Responsibilities include creating, writing and editing multimedia content for the Division of Student Affairs. Providing leadership, guidance, and assessment of all division social media content, and assistance with new student initiatives including orientation programs. She/he will provide social media analytics to enhance marketing strategies assessing effectiveness and trends. The graduate assistant will also assist with designing digital and print publications such as flyers and newsletters. This position is a 12 month, 25 hours per week graduate student position and does not include benefits. Requirements include a bachelor's degree; acceptance into Shepherd University Graduate School; ability to multi-task, work in a fast paced office, exhibit a positive attitude, and perform as a team player; demonstrate excellent written and oral communications skills. Proficiency in Microsoft Suite programs (Outlook, PowerPoint, and Excel) is also required. Ability to create and edit video preferred.

Position Responsibilities

Programming

- Serve on the Student Affairs Programmers Group
- Have a thorough understanding of RamPulse (Shepherd's engagement portal - training will be provided); provide training to staff/faculty/students; ensure accurate completion of required forms and documentation
- Review for accuracy and approve all Student Affairs Division events on RamPulse
- Utilize RamPulse to run reports as needed

Social Media

- Manage the official SU Student Affairs social media sites (RamPulse, Facebook, YouTube, Twitter, Snapchat, Instagram, etc.)
- Write and post daily messages, news and photos to the official Student Affairs social media sites; respond to comments as required and report any problems or negative comments immediately.
 - Demonstrate good judgment in choosing information to be posted
 - Coordinate content on the social media sites and ensure a consistent message
- Work collaboratively with all Student Affairs departments/programs to help promote initiatives via various social media platforms
- Assist in exploring new social media platforms to stay current with trends.
- Assist with assessment utilizing analytics
- Supervise Social Media Student Assistant(s)

General

- Meet weekly with Student Affairs Information Technology Specialist
- Provide office support by answering phones, greetings visitors, and serving as a resource
- Attend Student Affairs Division Meetings
- Other duties as assigned by supervisors

Payment Specifications:

- \$10.42 per hour
- Graduate waiver up to 16 credit hours per year at Shepherd University
- The start date of employment will be July 1 or August 1, and will end on June 30, or upon graduation

Work Hours and Specifications:

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- Hours per week: 25 hours
- Work schedule: Mon-Fri; some evenings and weekends

Supervision:

Student Affairs Information Technology Specialist