

STUDENT ASSISTANT OPPORTUNITY (PAID)



1. Basic Information

Title: Social Media/Content Marketing Assistant
UB Department: University Communications
Website: www.buffalo.edu
Supervisor: Tracey Eastman, Sr. Assoc. Director, Content Marketing
Contact Info: teastman@buffalo.edu, 716-645-2983, 330 Crofts Hall, UB North Campus

Position Duration: Fall 2014 & Spring 2015
Post Date: Oct. 1, 2014
Application Deadline: Applications accepted immediately, until position is filled
Position Start Date: Immediate
Paid Position? Yes

2. Position Details

Department Profile

UB's division of University Communications (UC) is responsible for university-wide communications and marketing - including branding, media relations, digital (web, social media), editorial/content, and creative design -- for the University at Buffalo. The division is highly visible and its communication products represent the public face of the university. The goal of UC is to integrate communications disciplines and provide strategic leadership for communications across the entire university. [Learn more.](#)

As a member of UC's Digital Communications & Strategy team, you will help us transform the way content is created, distributed and tracked on the web, social media and other digital communication platforms. You will support the department's efforts to monitor and shape perceptions, fulfill information needs and provide exceptional service to external and internal audiences of UB. Your work will focus on promoting UB through social media and top-level web pages, through content creation and curation, peer and best practice monitoring, and assessing and tracking audience reach.

Candidate Profile

The successful candidate will:

- Be highly motivated, professional, creative and excited to learn
- Be comfortable working in a high-productivity team environment
- Demonstrate strong social media, visual and editorial skills
- Demonstrate willingness and availability to join our team immediately and stay for through the end of the spring 2015 semester
- Be a current UB student (mandatory)

Hours

- This PAID student position requires a weekly minimum commitment of 20 hours (no more than 29 hours/week; 20 hours/week for international students).
- Successful candidates will demonstrate willingness and availability to work up to 29 hrs/week for both fall 2014 and spring 2015.
- All work (unless otherwise agreed) is to be conducted in UC offices in Crofts Hall on UB's North Campus.

Responsibilities

The Social Media/Content Marketing Assistant will work directly with the Director and Sr. Associate Director, and collaboratively with other members of the UC team to accomplish the following goals:

1. Social Media

- Assist in management and administration of UB's top-level social media platforms: Facebook, Twitter, Pinterest, Instagram, Youtube, LinkedIn
 - Plan, write and distribute content on social media; Coordinate cross-unit social media campaigns
 - Track mentions and UB-related content on web and social media platforms
 - Assist with social media analytics and other assessment duties
 - Research, identify and assist with implementation of social media best practices, dashboards, processes and tools
 - Assist with identifying social media influencers
 - Develop and maintain UB social media directories and contact lists
 - Conduct market research to stay on top of breaking social media trends
2. Web
- Become proficient in UB's Content Management (CMS)
 - Update and support content revisions on UB websites
 - Assist with tracking of trend and usage data on UB web pages (E.g. Benchmarking and analytics)
3. Support and logistics
- Coordinate information dissemination
 - Support university-wide communicators network activities

Qualifications

- Strong understanding of and experience using social media (including Facebook, Twitter, Pinterest, Instagram, Youtube, LinkedIn), web technologies, mobile apps
- Exposure to or experience using dashboards, analytics and tracking tools (e.g. Facebook Insights, Google Analytics, TweetReach, Hootsuite, Mention.net).
- Excellent writing (esp. for web and social) and visual (e.g. photo selection, video production) skills
- Keen sense of individual responsibility and initiative. Enthusiastic team player.
- Able to handle multiple and varied assignments. Effective time manager.
- Strong verbal communicator.
- Comfortable collaborating with others and taking direction; Respect for authority and diverse viewpoints
- Experience with photography and video strongly preferred

3. To apply:

1. Complete the following pre-qualification form:
<http://goo.gl/forms/aJTXgFT1TT>
2. Send the following to teastman@buffalo.edu:
 - Cover letter and resume, including:
 - Relevant experience or coursework
 - URLs for your social media pages or web pages
 - Major, projected month and year of graduation
 - What makes you a stand out candidate for the job (experience and personal characteristics)
 - Details of your background in communications, web and social media
 - Name and contact information for 2-3 references.
 - **Applications are being accepted immediately. Start date is IMMEDIATE.**

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