 ***STUDENT ASSISTANT OPPORTUNITY (PAID)***

1. Basic Information

**Title:** Social Media Content/Engagement Assistant

**UB Department:** University Communications

**Website:** [www.buffalo.edu](http://www.buffalo.edu)

**Supervisor:** Erin Goetz, Social Media Specialist, eringoet@buffalo.edu

716-645-4654, 330 Crofts Hall, UB North Campus

**Application Due Date:** December 17, 2018

**Application Deadline:** Applications accepted immediately, until position is filled

**Position Start / End Date:** Flexible start dates beginning immediately, as well as Spring 2019.

**Paid Position?**    Yes ($11.35/hr)

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 (UB). The division is highly visible, nationally recognized, and its award-winning communication products represent the public face of the university. As a member of UC’s Digital Communications & Strategy team, you will help us transform the way content is created, distributed and tracked on social media, the web, 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.

As our Social Media Content/Engagement Assistant you will focus on promoting UB through social media, telling our UB story and continually engaging with our online audiences. Tasks will include researching, curating, and producing innovative, thoughtful and inspiring content for social media, and monitoring and engaging with online audiences. You will also learn to how to communicate on behalf of the brand and capture UB’s distinct mission and culture.

**Candidate Profile**

The successful candidate will:

* Be highly motivated, professional, creative and excited to learn
* Bring ideas and inspirations to the table
* Be comfortable working in a high-productivity team environment
* Demonstrate strong social media, visual and editorial skills
* Be a current SUNY student (mandatory)

**Hours**

* This PAID student position requires a weekly commitment of 15-20 hours during the academic semester and 20 hours during summer 2018. Hours are available during breaks.

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/Engagement Assistant will work directly with the Social Media Specialist and collaboratively with other members of the UC team to accomplish the following goals:

* Assist in management and administration of UB’s top-level social media platforms: Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, and Pinterest
* Plan, write, produce and distribute engaging content (including video) on social media
* Coordinate cross-unit social media campaigns
* Continually monitor, identify and engage with our online audiences
* Support digital analytics activities

**Qualifications**

* Required Skills
  + Strong understanding of, and experience using social media (including Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn and Pinterest)
  + Excellent writing (esp. for web and social)
  + A strong visual (e.g. photo selection) aesthetic
* Optional Skills
  + Video production skills, esp. knowledge of video editing tools
  + Exposure to or experience using dashboards, analytics and tracking tools (e.g. Facebook Insights, Google Analytics, TweetReach, Sprinklr)
* You should:
  + Have a keen sense of individual responsibility and initiative. Enthusiastic team player.
  + Be able to handle multiple and varied assignments. Effective time management and adherence to deadlines.
  + Be a strong verbal communicator.
  + Be comfortable collaborating with others and taking direction; Respect for authority and diverse viewpoints

To apply:

1. Complete the following pre-qualification form: https://goo.gl/forms/J3ryi2nSY9RynGCB3
2. Send the following to [eringoet@buffalo.edu](mailto:eringoet@buffalo.edu)

* Cover letter and resume, including:
  + What makes you a stand out candidate for the job (experience and personal characteristics)
  + Details of your background in communications and social media
  + Name and contact information for 2-3 references.
* Applications are being accepted immediately with a cut off of December 17, 2018. Start date is flexible.

*The University at Buffalo is an Equal Opportunity/Affirmative Action Employer*