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

1. Basic Information

**Title:** Social Media Operations 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 Date:** Position is available to start immediately. Start date is flexible

**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 Operations Assistant you will focus on helping to organize and mature the information and reporting systems in our best-of-class Social Media Management system (Sprinklr) and use it to analyze and report on UB’s impact in the social media landscape.

**Candidate Profile**

The successful candidate will:

* Be highly motivated, professional, creative and excited to learn
* Bring ideas and inspirations to the table
* Be a big picture thinker who is extremely detail oriented
* Be comfortable working in a high-productivity team environment
* Demonstrate strong social media and analytical skills
* Be a current SUNY student (mandatory)

**Hours**

* This PAID student position requires a weekly commitment of 15-20 hours. Successful candidates will be available to work summer 2018 and ideally continue through spring 2019.
* All work (unless otherwise agreed) is to be conducted in UC offices in Crofts Hall on UB’s North Campus.

**Responsibilities**

* The Social Media Operations Assistant will work directly with the Social Media Specialist, and collaboratively with other members of the UC team to accomplish the following goals using UC’s social media management tool (Sprinklr):
* Assessment of Social Media organic (our channels) and paid (advertising) performance, as well as identifying trends in the social landscape
  + E.g. Defining and measuring key performance indicators on each social channel
* Content/campaign performance
  + E.g. Measuring performance for all outbound content during March Madness
* Identifying and maturing information architecture and systems
  + E.g. Developing tagging structure to effectively benchmark like content/posts that can be scaled for units across the university
    - E.g. Use tagging structure to analyze data, identify trends and optimize future posts
* Support and project logistics
* Assist in management and administration of UB’s top-level social media platforms: Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn, and Pinterest
* Support digital analytics activities

**Qualifications**

* Must have strong user knowledge of social media, web and mobile platforms (this is NOT a programming position. It is an information organization, system and analysis position)
* Must be a critical thinker, with strong organizational skills and attention to detail
* Must have excellent analytical skills
* Ability to recognize and classify content
* Excellent written and verbal communications are essential
* Effective time management and adherence to deadlines
* Experience in Excel, Google Docs required
* Experience with Google Analytics a plus
* Keen sense of individual responsibility and initiative. Self-directed
* Desire to learn and explore new and existing technologies
* Enthusiastic team player

To apply:

* Complete the following pre-qualification form: https://goo.gl/forms/J3ryi2nSY9RynGCB3
* Send the following to [eringoet@buffalo.edu](mailto:eringoet@buffalo.edu)What makes you a stand out candidate for the job (experience and personal characteristics)
  1. Experience or interest in assessment/analytics or using or studying social media, web and mobile platforms
  2. What makes you a stand out candidate for the job (experience and personal characteristics)
  3. Details of your background in communications, information systems and/or social media
  4. Name and contact information for 3 references. Please indicate whether they are personal or professional 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*