



Practicum: Social Media Coordinator

Recreation and Wellness practicum positions are one semester unpaid positions open to current BGSU students. The position can be, but does not need to be, used to fulfill academic credit (practicum, internship, co-op, etc.).

Primary responsibilities or key duties

- Plan, implement, and evaluate departmental social media strategy
- Post daily/weekly on the various department social media sites (stories, photos, videos, live videos, shares, retweets, reposts, etc.)
- Pre-schedule social media posts
- Shoot and edit basic photos and videos
- Track analytics on the various social media sites and report findings through spreadsheets, charts, graphs and infographics
- Collaborate with the marketing team to insure that published information is current, relevant, and dynamic
- Demonstrate ability to work well in a team
- Interact with members of BGSU's diverse community
- Promote the overall mission of the department and share in its passion for excellence

Additional duties

- Attend, participate in or observe various programs, facility activities, or special events
- Interview students, staff, and patrons on request
- Write content and edit content copy for various marketing projects
- Share and receive constructive criticism
- Know and perform emergency situation procedures
- Attend scheduled meetings
- Perform other duties as assigned by supervisor

Basic Qualifications

- Excellent written and verbal communication skills
- Ability to follow written and verbal instructions
- Attention to detail
- Ability to self-motivate with little or no supervision, brainstorm, cooperate, and contribute in a team environment
- Takes initiative, accountable, reliable, organized, creative
- Possess and display professional mannerisms and a friendly demeanor

Additional Information

- Must possess a flexible schedule to assure attendance at events and a willingness to post live/immediate/relevant content on demand
- Must have access to a smart phone or other technology that can be used with Twitter, Facebook, Instagram, Snapchat, and other social media sites
- Must comply with Recreation and Wellness and BGSU Social Media Policies
<https://www.bgsu.edu/marketing-and-communications/university-communications/social-networking-guidelines/social-media-guidelines.html>
- Business casual dress requirement

Bowling Green State University

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