Position Title: Marketing – Social Media Coordinator

Marketing – The position can, but does not need to be, used to fulfill academic credit (practicum, internship, co-op, etc.). Weekly contact hours are flexible based on individual needs but typically range from 10 -15 hours per week.

A. Primary responsibilities or key duties(tasks performed regularly):
1. Plan, implement, and evaluate departmental social media strategy
2. Post daily/weekly on the various department social media sites (stories, photos, videos, live videos, shares, retweets, reposts, etc.)
3. Pre-schedule social media posts
4. Shoot and edit basic photos and videos
5. Track analytics on the various social media sites and report findings through spreadsheets, charts, graphs and infographics
6. Collaborate with the marketing team to insure that published information is current, relevant, and dynamic
7. Demonstrate ability to work well in a team
8. Interact with members of BGSU’s diverse community
9. Promote the overall mission of the department and share in its passion for excellence

B. Additional duties (tasks performed occasionally):
1. Attend, participate in or observe various programs, facility activities, or special events
2. Interview students, staff, and patrons on request
3. Write content and edit content copy for various marketing projects
4. Share and receive constructive criticism
5. Know and perform emergency situation procedures
6. Attend scheduled meetings
7. Perform other duties as assigned by supervisor

C. Basic Qualifications:
1. Excellent written and verbal communication skills
2. Ability to follow written and verbal instructions
3. Attention to detail
4. Ability to self-motivate with little or no supervision, brainstorm, cooperate, and contribute in a team environment
5. Takes initiative, accountable, reliable, organized, creative
6. Possess and display professional mannerisms and a friendly demeanor

D. Additional Information:
1. Must possess a flexible schedule to assure attendance at events and a willingness to post live/immediate/relevant content on demand
2. Must have access to a smart phone or other technology that can be used with Twitter, Facebook, Instagram, Snapchat, and other social media sites
3. Must comply with the Recreation and Wellness - Marketing Social Media Policy
4. Business casual dress requirement
5. Practicum students are invited to participate in the Student Development and Leadership Program
6. This position can be combined with the other select marketing practicum positions offered depending on background and interest (see: Historian and Writer/Editor)

E. Application Information:
1. Apply online at bit.ly/LfNgGGZ (http://jotformpro.com/form/33365837059968)
2. A resume and writing sample are required for the online application