



Job Title: Social Media Coordinator
Department: UCen Marketing
Reports To: Social Media Manager
Rate Of Pay: \$16.25

This position is primarily responsible for the maintenance of the the University Center/Hub presence on our various social media platforms; including Facebook, Instagram, Twitter and TikTok. This includes supervised and independent scheduling of events, advertisements, photos and videos. The coordinator will be responsible for posting videos/photos and text information provided by the UCen graphic artist, the Hub manager, and content contributors. The person most suited to this position is someone who proactively stays up to date on what is happening in the UCen, the HUB, and campus life in general, and can create excitement about these events via social media. Secondly, the coordinator will be responsible for responding to inquires and comments on all platforms in a professional manner, attending and photographing various events, and maintaining and enhancing the UCen/Hub presence with the goal of acquiring followers. An interest in current events, cultural trends, and social diversity is very useful.

Qualifications:

- Applicants must be full-time students at UCSB and have experience with current social media platforms
- Proficiency in Instagram, Twitter, TikTok, and Facebook required, as well as general knowledge in creating content through video, images, and other digital media
- Excellent communication skills and ability to interact with public in a professional manner
- Strong writing ability using correct spelling and grammar
- Ability to take direction and constructive feedback from manager with a positive attitude
- Availability outside of assigned work schedule, including weekends, evenings and summer
- Must be self-disciplined, able to work independently, and proficient in time-management
- Flexibility to be present for programs and events that will take place in the Hub

Essential Duties and Responsibilities:

- Post all UCen/Hub event advertising, provided by the graphic artist or Hub manager to each platform, in a timely manner
- Post content provided by contributors after social media manager approval.
- Create appropriate, attention-catching content that promotes the UCen, Hub, Campus Life, Gaucho Life, and various student activities
- Brainstorm, create, and manage contests and giveaways with the goal of acquiring more followers

- Engage with and respond to inquiries/comments on various platforms in a timely manner
- Meet with supervisors regularly to review upcoming events and posting schedule
- Research all platform "Terms of Service" to keep UCen social media accounts in compliance
- Address and report complaints, insensitive content, copyright infringements, negative press, account breaches, scams, and banned followers, etc.

Preferred Skills

- Photography and video skills
- Experienced in reaching and engaging audiences through careful and effective messaging

Hours of Work:

This position will be staffed by two part-time UCen Social Media Coordinators, who will work a combined 19.5 hour work week. Hours will be scheduled between 8am and 5pm Monday through Friday as well as some nights and weekends. This is a year-round position and working over the summer is a requirement. Employee is responsible for maintaining and approving their electronic timecard. Please provide a cover letter and a resume with your application.