



Social Media Manager

Department: University Recreation + Wellness (UREC), University of Arkansas - Fayetteville

Location: HPER Building

Position Description:

The Social Media Manager for University Recreation + Wellness is responsible for creating and executing strategic content across multiple social media accounts to engage diverse audiences. This role supports the department's marketing objectives by aligning content with the broader communications plan to build brand awareness, promote programs and events, and foster community engagement. The Social Media Manager collaborates closely with other members of the marketing team to ensure consistent messaging and impactful storytelling.

This position will develop UA Career-Ready skills such as Professionalism, Communication, Teamwork, Technology, and Critical thinking.

Duties & Responsibilities:

Social Media Strategy – 40%

- Develop and maintain the content calendar in collaboration with the marketing team.
- Participate in team meetings and brainstorming discussions.
- Monitor campus/social media trends and apply them strategically to grow engagement and relevance.

Content Creation – 40%

- Create timely, on-trend video and visual content aligned with best practices.
- Capture photos and video content at events for use on social media.
- Complete assigned content requests by deadlines.

Brand Representation – 20%

- Represent the University Recreation + Wellness brand on social media and at in-person events.
- Ensure all content and interaction reflects brand voice and values.

Minimum Qualifications:

- Current University of Arkansas student
- Proficient in creating and editing video/photo content for social media platforms.

Preferred Qualifications:

- Experience producing written and visual content for digital platforms, including writing, editing, and basic photography.

- Experience using photography and visual media to support social media marketing efforts.
- Demonstrated understanding of key social media platforms, their audiences, and appropriate content strategies for each.
- Familiarity with Microsoft Excel for organizing content calendars or tracking performance metrics.

Federal Work Study Requirement:

- Federal Work Study award preferred but not required

Required License(s), Certification(s), & Background Checks:

- Pediatric & Adult First Aid, CPR, and AED certification or be able to obtain certification within 40 days of hire (UREC will provide a certification opportunity, if needed)
- Background checks not required for undergraduate candidates

Physical Activities Associated with this Position:

The following physical activities are associated with the position and will be performed with or without accommodation. All individuals are encouraged to apply.

- Sedentary work. Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly.
 - Feeling, manipulating items with fingers, grasping, hearing talking- Constantly
 - Repetitive motion, sitting, walking- Frequently
 - Balancing, climbing, crawling, crouching, driving, kneeling, lifting, pulling, pushing, reaching, handling of sharp tools, standing, stooping- Occasionally

Visual Acuity:

- Employee is required to have close visual acuity to perform an activity such as: preparing and analyzing data and figures; transcribing; viewing a computer terminal; extensive reading; and/or visual inspection at distances close to the eyes.

Compensation & Benefits:

- \$13.50/hour
- Student Affairs Wage Scale: Category 4 (\$13.00 +)

Hours & Schedule:

- The position is designed to be a 10-20 hours per week in person commitment.
- Weekly work hours vary and may include morning, evening, and weekend.

Employment Timeline:

- This position hires on an as needed basis.

- This position is eligible for up to 4+ years of continuous employment upon satisfactory performance and continued academic enrollment.

Supervision: Marketing Coordinator, University Recreation + Wellness

This job will provide experiences to develop the following UA Career-Ready Skills:

Professionalism | Communication | Teamwork | Technology | Critical Thinking

- **Ability to Demonstrate Dependability:** Act as a dependable, diligent member of a work environment by being present, prepared, responsible for your actions, behaviors, performance, and decisions and showing attention to detail.
- **Ability to Use Written Communication:** Ability to effectively convey information and meaning through written mediums that is free from spelling and grammar errors, easy to understand, engaging to read and employs proper tone.
- **Ability to Build Relationships for Collaboration:** Ability to build strong, positive work relationships with colleagues, supervisors and customers and demonstrate agility to accomplish common goals.
- **Ability to Leverage Technology:** Understand how to identify, select, and use the appropriate technology for improving workplace efficiency and productivity.
- **Ability to Gather & Analyze Data:** Ability to locate and collect information, thoughtfully and thoroughly evaluate the quality of the information and consider a multitude of options to develop credible solutions.

Application Instructions and Required Documents:

- Please contact Arden Elliott at ardene@uark.edu, with additional questions about the position.
- Required Documents: Resume
 - Preferred Documents: Cover Letter and Portfolio
- Application documents must be submitted in Workday
- Application deadline: _____

Equal Opportunity and Compliance: The University of Arkansas is an equal opportunity institution. The University does not discriminate in its education programs or activities (including in admission and employment) on the basis of any category or status protected by law, including age, race, color, national origin, disability, religion, protected veteran status, military service, genetic information, sex, sexual preference, or pregnancy. Federal law prohibits the University from discriminating on these bases. Questions or concerns about the application of Title IX, which prohibits discrimination on the basis of sex, may be sent to the University's Title IX Coordinator and to the U.S. Department of Education Office for Civil Rights.

