

**Social Media Manager**

**Position Description:** To serve as the social media strategist in the department of University Recreation aimed at engaging various audiences across multiple social media platforms.

**Specific Responsibilities:**

* Assist the department with social media marketing techniques to increase visibility, participation, and traffic to our social media platforms.
* Monitor trends on campus and appropriately apply that knowledge to increasing our presence on campus through social media.
* Coordinate and attend tabling events on campus to increase awareness and engagement of student population
* Attend on-campus events and act as a liaison for University Recreation to interact with and gauge student interests as assigned
* Strategize with the marketing team to plan the social media calendar
* Track and prepare monthly analytics report to marketing team
* Attend mandatory and optional professional development and marketing staff in-service opportunities
* Attend mandatory and optional professional development and marketing staff in-service opportunities

**Minimum Qualifications:**

* Current University of Arkansas student
* Must possess 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)
* Possesses knowledge and experience in the tenets of traditional marketing. Marketing degree is welcomed but not required with relevant work experience.
* Displays in-depth knowledge and understanding of social media platforms, their respective participants (Facebook, Twitter, Instagram, YouTube, Pinterest etc.) and how each platform can be deployed in different scenarios.
* Maintains excellent writing and language skills.

**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)

**Preferred Qualifications:**

* Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.
* Considerable experience with content and lead generation in the field of social media
* Understanding of and ability to interpret various metrics associated with social media analytics
* Excellent interpersonal communication skills and the ability to generate genuine interactions with college-aged students
* General understanding with photography principles and their applications with regard to social media posts

**Physical Activities Associated with this Position:**

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

* 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
* Sedentary work. Exerting up to 10 pounds of force occasionally and/or negligible amount of force frequently or constantly.

**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.

**Skills Obtained:**

* Enhance customer service skills
* Improve efficiency in time and project management.
* Develop sound client communication and design presentation skills.
* Expand social media knowledge and techniques.
* Expand personal portfolio.

**Work Schedule & Compensation:**

* 12-15 hours per week; variable schedule that may include morning, evening, weekend, and holiday shifts; $12/hour

**Supervision:** This position is supervised by the assistant director of marketing and public relations in UREC.

**Application Process:** Applicants must apply through [http://jobs.uark.edu](http://jobs.uark.edu/). Deadline to apply is <insert date>.