Social Media Intern

PRINCIPAL FUNCTION:
The Intern is responsible for assisting the Campus Recreation Coordinator with the promotion of Campus Recreation programs and services to the campus community through social media. The intern is also responsible for all of the duties as outlined in the job description.

RESPONSIBILITIES:
• The Social Media Intern must act in a professional manner at all times by being prepared to do your very best at work. The intern is responsible for being reliable, courteous, prompt, positive attitude, well groomed and appropriately dressed for work, mature, consistent, and attentive.
• Responsible for updating all Campus Recreation social media platforms.
• Required to have a flexible work schedule in the evening and on weekends to attend programs that include intramural sports, special events, and campus wide programs.
• Organize, update, and complete the player of the week and employee of the month information and photos for social media.
• Develop and write engaging content for social media.
• Oversee daily engagement on all social media platforms.
• Stay current with emerging social media trends and evaluate their potential use for Campus Recreation.
• Attend various events promoting Campus Recreation programs and services including but not limited to presentations and tabling events.
• Complete a social media promotional campaign project educating patrons about Campus Recreation programs and services.
• Assist Campus Recreation in the areas of marketing, social media, and communication.
• Assist in the distribution of marketing material through print, digital, web, and other mediums.
• Serve as a liaison to the professional Campus Recreation staff.
• Complete appropriate reports and time records.
• Assist with one campus wide special event and open house.

MINIMUM QUALIFICATIONS:
• Experience in all Social Media platforms.
• Ability to work independently within departmental standards of conduct and professional expectations.
• Ability to take initiative to complete projects, to prioritize work, and meet deadlines.
• Strong written and verbal communication skills.
• Excellent time management skills.
• Must be able to work well with others, both participants and employees.
• Communicate clearly and effectively.
• Must be dependable and punctual.
• 10 hours a week required. Must be able to have a flexible to work schedule, evenings and weekends required during programs.
• Ability to interact with diverse groups through a variety of situations.
• Minimum GPA 2.0
• Strong work ethic
PREFERRED QUALIFICATIONS:
- Knowledge and experience in the area of Marketing and Promotion social media desired.
- Public Relations or Communication and Social Interaction major preferred.
- Prior experience as a member or leader of a college student organization preferred.

(4/8/2020 CP)