



Social Media Assistant

AREA: Office for Campus Life

DATE: September through May

REPORTS TO: Staff Assistant

STARTING SALARY: \$11/hour

OFFICE FOR CAMPUS LIFE MISSION STATEMENT

In supporting the mission of Tufts University, the School of Arts, Sciences, and Engineering, and the Division of Student Affairs, the Office for Campus Life aims to foster a balance for all students between curricular and co-curricular opportunities. In recognizing that an essential part of a student's growth takes place outside of the classroom, the Office for Campus Life strives to provide all Tufts students with exceptional programs, services, and opportunities to create well-rounded, independent thinkers who become effective leaders in college and beyond.

ESSENTIAL DUTIES AND RESPONSIBILITIES

- ↔ Assist the Staff Assistant & OCL staff with social media projects
- ↔ Responsible for scheduling daily posts/tweets for the OCL through all social networking channels
- ↔ Attend at least one (1) student organization event per week for social media purposes
- ↔ Develop blog with frequently posting new content on behalf of the OCL
- ↔ Be aware of all general information about the University and promote upcoming student organization events & other Tufts Social Media content
- ↔ Actively research online conversations on Facebook & Twitter regarding Tufts student organizations, OCL, and develop hashtags for Tufts campus life.
- ↔ Attend all scheduled meetings and training sessions
- ↔ Perform other duties as assigned

QUALIFICATION STANDARDS

Individual should have knowledge of and/or willingness to learn the operations and services of the Office for Campus Life and Tufts University. Successful individual must have excellent verbal and written communication skills, strong attention to detail and prior blogging/Internet writing experience is preferred. Individual must possess a solid understanding of the social media networking channels, including YouTube, Twitter, Flickr, Facebook, Instagram, Snapchat and blog platforms.

Employee must have a willingness to work during nonstandard business hours. Employee must be an enrolled student in good academic standing for the school year in which employment is being requested.

TO APPLY

Applicants must submit a current cover letter and resume. Your cover letter should outline the following:

- Why do you want to be part of the OCL team?
- What social media contributions will you bring to the OCL team?
- How do you define quality social media content? How will you provide it?
- What do you hope to learn from this experience?

Applications can be emailed to ocl@tufts.edu. Applicants will be contacted within a few weeks regarding the status of their application and to possibly set up and interview. For additional information, please contact ocl@tufts.edu.