

JOB DESCRIPTION

TITLE: Peer Advocates for Wellness (PAW)- Social Media Specialist

SUPERVISORS' TITLES: Associate Director of Clinical Services and Operations
Director of Campus Assault, Response and Education

GENERAL SUMMARY: Under the supervision of Wellness Services, Peer Advocates for Wellness are trained peer health educators who provide information, peer support, outreach, presentations and resources to students about health and wellness issues. Wellness at SMC provides comprehensive, holistic care to our campus. We promote students' healthy lifestyles and academic success by providing quality medical, psychological, and wellness services and educational programs. Wellness collaborates with other campus partners to develop and promote programming on topics such as alcohol and drug education, mental health promotion, stress management, healthy relationships, sexual violence prevention, sexual health, sleep hygiene, nutrition, and resilience.

QUALIFICATIONS:

1. Strong interest in preventive health and wellness
2. Excellent written and oral communication skills and able to approach and speak to students about programming
3. Ability to handle a variety of tasks, good time management skills, and conscientious about attending meetings and following through with commitments.
4. Previous experience working in team environment
5. Previous experience creating fliers in programs such as Canva
6. Flexible schedule with a requirement to work 25-30 hours per semester. Able to work some evenings and weekends
7. Ability to work independently, be a "self-starter"

DUTIES AND RESPONSIBILITIES:

1. Attend and actively participate in the semester planning meeting and monthly meetings.
2. Promote and manage the PAW Instagram page.
 - a. **Create Tiles for Events:** Share tile with supervisors for feedback and approval then post
 - b. **Increase Followers**
 - c. **Stay Active:** Promote events, like partner posts, and drive interactions with other users
3. Work with supervisors to maintain the PAW website
 - a. Create and publish *ALL Wellness* Events via a monthly calendar (using Canva)
 - b. Establish and maintain link tree to connect website to Instagram
 - c. Make suggestions regarding website changes (supervisors to implement)
4. Collaborate and consult with supervisors and the AVP of Wellness to develop marketing strategies, social media presence and communication
5. Assist in the development and implementation of new and existing Wellness programs to campus and student groups remotely and in person, such as: Sexual Violence Awareness Month, Breast Cancer Awareness Days, Great American Smokeout, World AIDS Day, AIDS Awareness Week, Love Your Body Week, Spring Break Awareness Days, Alcohol Awareness Week, Mood Screening Day, Wellness Fair, Send Suicide Packing.

