**Job Title:** Social Media & Web Development Assistant

**Salary:** $10.00 per hour, hours vary based on assignment

**Position Description:**
As the Web & Social Media Marketing Student Worker you will be responsible for all aspects of the program’s web and social media marketing, with goals to establish Graduate Kinesiology as an outstanding program among partners and prospective students on the web and engage current students, prospective students, alumni and partners with Grad Kinesiology’s vision via social media.

**Major Areas of Responsibility:**

**Social Media Marketing**

Under the direction of the Graduate Director and Program Manager the student will:

- Manage all social media accounts for the program (Facebook, LinkedIn, Twitter, Pinterest, etc.).
- Regularly update social media accounts with relevant content aimed at current students, prospective students, alumni and partners.
- Monitor activity of all online communities, identifying trends and addressing issues as they arise.
- Stay up-to-date on social media marketing trends and new social media technologies, incorporating them into the Grad Kines social media marketing plan as appropriate.

**Web Marketing**

- Manage the Grad Kines website, updating content and adding pages as appropriate.
- Collaborate with external web design and web hosting providers as needed to maintain website.

**Experience & Qualifications:**

**Education**

- Enrollment and good standing in an accredited graduate or professional program
- Undergraduate coursework or previous work experience in marketing, journalism, communications, public relations, or equivalent desired
Experience

• In-depth knowledge and understanding of social media platforms (LinkedIn, Facebook, Twitter, etc.).
• Basic knowledge and experience with HTML.
• Proven ability to write effective and engaging written content.
• Proficient in Microsoft Office programs (Word, Excel, PowerPoint, etc.).
• Proficient with Constant Contact.
• Passion for new technology and marketing tactics.

Knowledge, Skills & Abilities

• Excellent oral and written communication skills with strong attention to detail.
• Possess a strong work ethic, dedication, motivation and ability to work on multiple projects simultaneously.
• Ability to multi-task effectively, including having good planning and organizing skills and ability to work under pressure.
• Strong initiative and follow-through, capacity to think creatively and strategically, excellent writing and editing skills.
• Ability to work independently while contributing to team environment.
• Up-to-date on current marketing and social media trends.

Perks:

• Casual dress
• New collaborative learning environment
• Flexible hours and possible remote work option

To apply, please send resume and cover letter outlining why you are a good fit for the position to rmf6@stmarys-ca.edu or apply online via GaelLink.

Samples of writing on social media or otherwise welcomed.