



Intercultural Center: Social Media Strategist (SMS) Job Description

The Intercultural Center is seeking highly dedicated, motivated, team oriented, creative and organized student staff members who are committed to supporting the mission and values of our center. The Social Media Strategist (SMS) manages and utilizes various IC social media platforms to increase online engagement with SMC students. The SMS also uses these platforms to promote IC events utilizing creative and outside of the box methods. They should be passionate about intergroup dialogue, social justice, and building community through intentional conversations that are centered around intersecting identities.

The Social Media Strategist position will provide students with the following transferable skills:

- Management of a community-oriented space for diverse student populations
- Effective communication with peers around needs and concerns regarding self and/or others
- Verbal communication skills working to understand a client needs and expressing one's own personal vision
- Effective social media marketing & promotional campaign experience
- Development of project, management and time management skills
- Ability to practice authentic self-reflection to understand and analyze behaviors, thoughts, values, beliefs, and assumptions of self and communities outside of one's own

Social Media Strategist (SMS) Responsibilities & Expectations

- Regularly manage and maintain all IC social media platforms
- Work with IC pro staff to establish consistent weekly or monthly online themes
- Engage social media followers through creative methods, relevant articles, videos, etc.
- Promote all IC events, programs, staff through various online platforms
- Collaborate with the Administrative Assistant, Graphic Designer and Street Team Lead to produce and distribute a monthly IC calendar/newsletter
- Help create campaigns to gain new followers/users of IC social media platforms
- Hold weekly office hours in both the IC office and in SIL (location of IC Director's office)
- Participate in monthly IC staff meetings, monthly auxiliary staff meetings and bi-weekly 1:1 meeting with your direct supervisor (IC Director)
- Support the IC outreach efforts
- Assist with the setup, registration and logistics of the IC's signature programs: the Diversity Retreat, Diversity Dance, Cultural Nights, and Cultural Graduate Celebrations, etc.
- Serve as an IC representative at all times and communicate services, programs, and events to students, staff, and faculty
- **Participate in mandatory training, starting with a Saturday introductory training (in late April or early May), and continuing with a late-August training before fall classes begin and over Weekend of Welcome**
 - *Note: The spring training day is unpaid but is still required. The week-long August training is fully paid.*
- Immediately report problems and concerns to IC professional staff
- Other duties as assigned

Social Media Strategist (SMS) Qualifications

- Minimum cumulative GPA of 2.5 and good disciplinary standing
- Must be available for all trainings (see above), and **able to work both fall AND spring semesters** (Jan. term is also preferred but negotiable)
- Ability to handle a high-volume content, managing multiple creative projects at a time
- Strong customer service and ability to communicate and receive feedback
- Demonstrate commitment to equity, diversity, inclusive community, leadership, and social justice education

- Excellent creative skills and detail oriented
- Positive attitude and strong work ethic
- Demonstrate strong administrative, organizational, and leadership skills
- Overall team-player mentality and ability to work independently
- Federal work study not required but strongly PREFERRED
- **Cannot work as a Resident Advisor, WOWie or SEAL** due to training conflicts. No other campus jobs strongly preferred but negotiable

Work Schedule & Compensation

- On average the Social Media Strategist will work between 5-8 hours per week. Occasional evening and weekend hours are required, as well as one volunteer tabling shift per semester (1-2 hours).
- All IC student staff positions are paid hourly at Level 1 according to the Saint Mary's Student Employee Pay Scale set by Payroll.