

JOB DESCRIPTION – MARKETING SERVICES SOCIAL MEDIA ASSISTANT

Campus Recreation Profile

Pikes Peak, America's Mountain as it is known, forms a breathtaking backdrop for the LEED Gold Certified UCCS Gallogly Recreation and Wellness Center, which opened its doors in January 2016. Campus Recreation facilities and programs serve more than 500 students and faculty/staff daily, while employing approximately 100 students every year. Campus Recreation professional staff is committed to student development, diversity and sustainability, all while encouraging healthy lifestyles through extensive programs and services.

Campus Recreation's mission supports the UCCS mission by providing students and the campus community with diverse programs, outstanding facilities and educational experiences that support the development of a healthy mind, body and spirit. We enhance the campus experience through programs and services that focus on student development, promotion of a healthy lifestyle and provide opportunities for social interaction.

Job Responsibilities

- Develop and implement a social media marketing strategy that aligns with the mission and vision of the department through competitive research, platform determination, benchmarking, messaging and audience identification
- Perform quarterly social media audits
- Manage all social media channels including, but not limited to Facebook, Twitter, Google + and Instagram
- Plan content and delivery using tools like Hootsuite to manage multiple social media channels
- Generate, edit, publish and share engaging content daily on appropriate social media platforms that builds meaningful connections and encourages community members to take action
- Social media platform creation, buildout, and optimization to increase the visibility of Campus Recreation's social content
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Creation of a 12-month social media content strategy calendar utilizing editorial calendars and syndication schedules
- Conduct research on current social media trends and audience preferences
- Oversee social media accounts' design (visual, graphics, photos, etc.) in coordination with members of the Student Marketing Team and Auxiliary Services Marketing.
- Actively learn and be engaged with current technologies and trends in social media, design tools and applications
- Maintains a working knowledge of principles of SEO including keyword research and Google Analytics.
- Develop benchmark metrics to measure the results of social media programs
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and creation action plans for improvement.
- Develop and manage competitions, contests, and campaigns that promote Campus Recreation
- Report on effectiveness of campaigns
- Monitor a minimal budget for social media advertising opportunities

Required Qualifications

- Currently enrolled in at least 6 credit hours at UCCS.
- Currently pursuing a bachelor's or master's degree in communications, marketing, digital marketing, digital media, computer science or a related field.
- Must commit to working a minimum of 5 hours/week.
- Willingness to take initiative and work independently
- Strong verbal and written communication skills
- Strong interpersonal skills and the ability to manage several projects simultaneously
- Exceptional customer service and leadership skills with the ability to adapt easily to challenging situations
- Ability to effectively work and participate in a collaborative team environment
- Advanced skillset with computers, including Microsoft Office applications
- Minimal experience in social media management for Facebook, Twitter, and Instagram
- Conveys knowledge and understanding of social media platforms, their respective participants and how each platform can be deployed in different scenarios
- Positive attitude, detail and customer oriented with good multitasking and organizational abilities
- Attention to detail and accuracy
- Proactive and resourceful with a 'can-do' attitude
- Campus Security Authority (CSA)

Preferred Qualifications

- Previous experience and an advanced skillset in social media management for Facebook, Twitter, Google + and Instagram
- Ability to provide examples of social media strategy and/or management he/she has assisted in developing
- Highly knowledgeable in the principles of "Search and Social"
- American Red Cross First Aid / CPR / AED certifications highly preferred, or must obtain within 3 months of hire
- Previous experience conducting a social media audit
- Knowledge of SEO, keyword research and Google Analytics
- Previous experience building a long-term social media strategy, broken down by time period (i.e. month by month or week by week)
- Exhibits the ability to jump from the creative side of marketing to analytical side, able to demonstrate why their ideas are analytically sound.
- Provides superior time management.
- Previous experience working in the Campus Recreation setting.
- Completion of leadership training.
- Previous experience in customer service.
- Ability to work well under pressure and meet deadlines