



Job Description- Social Media Manager

Supervisor:

Marketing Coordinator

Job Description

- Responsible for representing the personality and voice of Campus Recreation through social media platforms
- Is aware of what is happening in our departments and engages with student life on campus by starting online conversations
- Collaborates with Campus Recreation professional staff to create a Social Media calendar that is constantly changing and being updated as needs arise
- Abides by general Texas State guidelines in regards to social media
- Serves as an initial point of contact for inbound requests/issues via social media channels
- Able to use software such as Adobe Spark to create visually appealing posts
- Able to utilize Hootsuite to actively plan and post content to various social media platforms. Additionally, utilize Hootsuite to track statistics of success of posts
- Manage social media platforms using an annual marketing plan and set guidelines: Facebook, Twitter, Pinterest, Youtube, and Instagram
- Manage Campus Recreation facilities as appropriate within Google My Business
- Generate buzz and drive website traffic through viral marketing initiatives
- Monitor social media sites, respond to questions, and facilitate conversation
- Stay up to date on new social media tools, best practices and how other organizations and companies are using them, so that the department can continue to be an early adopter of these technologies
- Attend staff meetings, trainings, and in-services
- Adhere to all University and department guidelines and policies

Qualifications:

- Experience using social media platforms including Facebook, Twitter, Youtube
- Interest in social media trending topics

Wages/Scheduling:

Routine office hours will be scheduled on weekdays between 8am to 5pm for editing and can be designed around courses. The position offers approximately 10 hours a week.

Evaluation:

All Campus Recreation student staff undergo routine evaluations with supervisors as a student development opportunity. Opportunities will also exist to evaluate upwards on an anonymous basis.

Other:

In accordance with the Student Affairs Division/Campus Recreation Office Strategic Plan, other duties as assigned.

Texas State University will not discriminate against any person (or exclude any person from participating in or receiving the benefits of any of its activities or programs) on any basis prohibited by law, including race, color, age, national origin, religion, sex or disability, veterans status or on the basis of sexual orientation.