Service-Learning Program Social Media Coordinator

The Social Media Coordinator will lead outreach efforts to university students on behalf of the Service-Learning Program and United Way of Lane County. Focusing on social media marketing and using sites such as Facebook, Twitter, Instagram, and Tumblr, this position works to inform students of the Service-Learning Program as well as encourage students to enroll and volunteer. The Social Media coordinator will be responsible for developing and implementing a social media plan, identity, and calendar. Working closely with the Student Outreach coordinator, as well as other Student Leadership Team members, the Social Media Coordinator will have the opportunity to network within the university and broader community, as well as partake in extensive leadership and professional development opportunities.

**Essential Responsibilities/Activities:**

- Create original social media content
- Develop, coordinate and schedule social media calendar
- Actively promote the Service-Learning Program and After School Program
- Develop and maintain relationships with professors, administrators, and other on-campus partners via social media
- Meet regularly with the Student Leadership Team and AmeriCorps VISTA
- Participate in outreach events

**Required Qualifications**

- UO student currently enrolled
- Able to commit 4-6 hours a week for work for a full academic year beginning mid-September 2014 and ending mid-June 2015
- Experience with social media and marketing
- Highly organized
- Excellent with written and oral communication skills

**Preferred Qualifications**

- Experience with the Service-Learning Program
- Networking and outreach experience

**Benefits:**

- Invaluable leadership experience and extensive networking opportunities
- Programming and event planning experience
- Training and professional development opportunities
- Public speaking experience and development
- Possibility to earn FHS 409 practicum credit
Application Process:

Please submit a résumé as well as a letter of introduction. The letter should be no more than 500 words and address the following questions:

1. Please describe how you are qualified for this position as well as what you can contribute to the Service-Learning Program.
2. Please describe any social media outreach and/or marketing experience you have.
3. How does being a part of the Servic-Learning Program contribute to your personal and professional goals?

Applications are due by 5pm on May 8th and can be submitted to Robyn Louden at vista@uoregon.edu or in person to HEDCO 370.