Service-Learning Program Social Media Coordinator

The Social Media Coordinators lead the Service-Learning Program’s outreach efforts to university students and our partners on campus and in the community. Focusing on social media marketing and using sites such as Facebook, Twitter, Instagram, Snapchat, and Tumblr, these students work to inform students of the Service-Learning Program’s activities, and encourage students to participate and volunteer. The Social Media Coordinators are responsible for developing and implementing a social media plan, evolving our online identity, and planning a social media calendar. Working closely as a team, three Social Media Coordinators, along with other Student Leadership Team members, have extensive opportunities to network within the university and broader community, as well as partake in leadership and professional development experiences.

Essential Responsibilities/Activities:

- Create original social media content
- Develop, coordinate and schedule social media calendar
- Actively promote the Service-Learning Program and all of its projects, activities, and classes
- Develop and maintain relationships with professors, administrators, and other on-campus partners via social media
- Meet regularly with the Student Leadership Team and the program director
- Participate in outreach events

Qualifications

- UO student currently enrolled
- Able to commit 4-6 hours a week for work for a full academic year beginning immediately and ending mid-June 2017
- Experience with social media and marketing
- Highly organized
- Excellent with written and oral communication skills

Benefits:

- Invaluable leadership experience and extensive networking opportunities
- Programming and event planning experience
- Training and professional development opportunities
- Public speaking experience and development
- Option to earn FHS 409 practicum credit
- Experience with all major social media platforms for professional and business purposes
Application Process:

Please submit a résumé and 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 Service-Learning Program contribute to your personal and professional goals?

Applications should be submitted ASAP to servicelearning@uoregon.edu or in person to HEDCO 370.