



**Admissions Social Media Coordinator**  
Graduate Assistant Position Description

**Summary of Position:** The Office of Undergraduate Admissions is seeking a graduate assistant to assist with Admissions social media efforts and outreach. This position also assists with other admissions opportunities and reports to the Assistant Director of Admissions for Campus Visits and Communications

**Specific elements include but are not limited to:**

- Managing the Admissions social media accounts (Facebook, Instagram, Twitter, etc)
- Creating and updating an editorial social media calendar with intentional and engaging rhetoric, photos, videos, etc
  - Design graphics for social media and print materials
  - Collect digital assets and manage social media channels during large scale campus events and Admissions events
- Assist in exploring new social media platforms to stay current with trends.
- Develop social media strategies that align with the Office of Admissions master communications plan
- Measure return on investment using analytics
- Assist with Weekly Admissions Communications Meeting
  - Present weekly analytics on social media
- Manage the Admissions Social Media Ambassador group
- Advise on web components of visit and outreach programs
- Time management and the ability to work on multiple tasks is required
- Work collaboratively with Admissions staff to help promote initiatives via various social media platforms
- Perform other communications tasks as assigned to meet program objectives

Working closely with the Assistant Director on special projects designed to advance the Office of Undergraduate Admissions and the University. Candidate needs to have the ability to think creatively for new and progressive recruiting methods.

**Our Office is committed To Making Your Experience Meaningful for Career Development:**

- Ample opportunities to work with multiple areas of campus
- Ability to work with all components of Undergraduate Admissions
- Support in discovering interests and offering opportunities for professional growth

**Compensation and Work Schedule**

- The Graduate Assistant's tuition waiver and stipend is compensation for working approximately 20 hours each week.
- Typical work schedule is up to student and supervisor (Must work event dates).
- As weekend events occur, the schedule will be adjusted. Weekend work and some travel across the state is required for this position
- Ability to lift 20/30 lbs. is required