



## 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 followers
- 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 regard 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
- Generate buzz and drive website traffic through viral marketing initiatives
- Monitor social media sites, respond to questions, and facilitate conversation
- Take initiative in creating content from researching university and community events, upcoming dates, and being familiar with department staff activities
- Attend staff meetings, trainings, and in-services
- Adhere to all University and department guidelines and policies

### Qualifications:

- Experience using social media platforms including Facebook, Instagram, Twitter, YouTube, and TikTok
- Interest in social media trending topics

### Wages/Scheduling:

Routine office hours will be scheduled on weekdays between 8am to 5pm for collaboration and can be designed around courses. The position offers approximately 10 hours a week. Wages start at \$9.50 an hour.

**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 is an Equal Employment Opportunity/Affirmative Action Employer, committed to inclusive thoughts and action in support of our diverse community. Individuals from historically underrepresented groups and all those who share our commitment to inclusivity and passion for the strength of our diversity are strongly encouraged to apply.