



THE UNIVERSITY OF ARIZONA

College of Applied  
Science & Technology

# Student Social Media Specialist

The Student Social Media Specialist is responsible for creating content for social media posts on Facebook, Instagram, Twitter, and LinkedIn, including writing microcopy, creating images, and producing videos. The specialist also serves as the social media community manager to engage and connect with students during the academic year.

## Reporting Relationship

Marketing Specialist at the College of Applied Science and Technology.

## Compensation/Hours

Student workers currently earn \$12.80/hour which will increase with the Arizona minimum wage. Student workers may work up to 25 hours/week.

## Job Responsibilities

### Content Creation

*A content creator specializes in creating content for social media posts. Such content includes microcopy, blog posts, images, and videos.*

- Partner with the Marketing Specialist to create the weekly/monthly social media calendar.
- Adhere to University of Arizona brand guidelines in all communications work.
- Use AP Style in all communications work.
- Prepare social media content to meet the deadlines set in Asana.
- Write social media microcopy that inspires students, and uses mentions, hashtags, and emojis appropriately.
- Select/create engaging images using the UArizona image and athletics galleries, Unsplash and Canva for each social media post. Prepare images with optimum sizes for Facebook, Instagram, Twitter, and LinkedIn.
- Produce videos for social media and prepare with optimum sizes for Instagram stories, Instagram feeds, Facebook, and Twitter.
- Adjust/schedule social media posts in Social Trellis.

### Community Manager

*A community manager engages and connects with communities on social media.*

- Listen for relevant conversations on social media and reply to comments and inquiries.
- Complete weekly community management tasks in Asana, including following people using particular hashtags, following back students that follow us on Instagram and Twitter, and inviting people who like our posts on Facebook to like our page.
- Organize social media events like Facebook Live sessions and Twitter chats.

### **Social Media Statistics**

*Produce a monthly social media report, dig into the data and metrics of social media efforts, such as engagement rates, traffic, click-through rates, and conversions.*

## **Work Expectations**

- Establish regular work hours at the beginning of each session/semester. Flexible around academic schedule.
- Meet for an hour on Mondays to review/discuss the work week. Additional meetings required for initial training period.
- Meet the deadlines set in Asana to advance social media projects at CAST.

## **Qualifications**

### **Minimum Qualifications**

- Currently enrolled in a least 6 credits.
- Strong writing skills with the ability to craft microcopy for social media platforms.
- Intermediate skills using Adobe Photoshop, Adobe Premiere and Canva.
- A deep understanding of how Facebook, Twitter, Instagram and LinkedIn work.
- A portfolio of personal and/or professional social media work.

### **Perferred Qualifications**

- Interest in pursuing a career in marketing and communications after graduation.
- Ability to work for the College of Applied Science & Technology for at least one year.
- An understanding of graphic design principles.

## **Hiring Process**

- Submit resume, three references and social media portfolio to Tony Hebblethwaite ([ahebblethwaite@arizona.edu](mailto:ahebblethwaite@arizona.edu))
- If you're selected for the first interview, complete an Adobe Photoshop, Adobe Premiere and social media assignment as part of the interview process.
- If you're the final candidate, we will complete a reference check.

## **Search Timeline**

- Feb. 28, Application materials due
- March 7-11, Interview week