**Job Summary:**

The Social Media Manager graduate assistant in University Marketing and Communication works closely with the content team to advance department goals in developing the university’s social media strategy and related activities. This position manages day-to-day content creation and dissemination and helps in managing responses on social media for the university.

**Duties & Responsibilities:**

* Collaborates with the university marketing and communications team to produce and post high quality content that showcases Arkansas Tech University
* Designs and creates eye-catching, shareable content that resonates with each social platform's unique audience
* Responds as needed on social media on behalf of the university
* Explores innovative ways to engage and grow the size and quality of audience across a variety of social media platforms
* Develops standards, systems, work flows and best practices for content creation, distribution maintenance and retrieval
* Leverages market data to develop content campaigns that enhance materials and connect with students and the community
* Regularly reviews content analytics for insight and learnings to help continually improve content creation efforts

**Minimum Requirements:**

* Bachelor's degree from a regionally accredited institution in a related field of study
* Proficiency with using major social media platforms for business applications and personal use
* Ability to write effective copy in different styles for various social platforms including Facebook, Twitter, YouTube, websites, etc.
* Possess excellent organizational and communication skills (both oral and written)
* Familiarity with a variety of software including Adobe Creative Suite, Sprout Social, Canva, Microsoft Office software
* Possess expertise in writing and editing for diverse platforms
* Ability to work flexible hours that can include weekends and evenings

**Preferred Qualifications:**

* Possess thoughtful, creative and strategic thinking, and problem-solving skills
* Ability to think, reason and make sound judgment on how responsibilities are completed in compliance with college standards
* Ability to work under pressure and set priorities within a fast-paced environment
* Ability to travel to various campus locations as needed

**Compensation:**

* Tuition waiver for graduate study at Arkansas Tech University. Selected candidate will be responsible for university fees and books each semester.
* Position is renewable for four semesters and may include summer work opportunity. A total of 18 hours of graduate study per academic year is covered.
* Stipend includes a monthly stipend of $1280 for approximately 25 hours of work a week.

**Application Steps**

* Please visit www.atu.edu/studentaffairs/graduateassistantships.php to submit your application. A cover letter, resume, three professional references, and an unofficial transcript will be requested.
* For questions, please email Carrie Phillips cphillips@atu.edu.