UNIVERSITY of WASHINGTON
OFFICE OF MINORITY AFFAIRS & DIVERSITY
Samuel E. Kelly Ethnic Cultural Center

Student Social Media Coordinator

JOB DESCRIPTION

$10.50/HOUR, ONE YEAR COMMITMENT REQUIRED (Sept. 2015 - June 2016)

The Kelly Ethnic Cultural Center

In support of the University of Washington goals, the Kelly Ethnic Cultural Center (ECC) promotes an inclusive and educational environment by providing programs and services which enhance the communication and exchange of multicultural perspectives and values. The ECC provides programs and a learning environment where students and student organizations collaborate, develop, and implement programs while building leadership and organizational skills.

The Social Media Coordinator

The ECC **Social Media Coordinator** position is responsible for the overall support of technology and web-based interactions for the Kelly Ethnic Cultural Center. This position will oversee and precipitate the flow of information within the Ethnic Cultural Center, ensuring that people are working smarter instead of harder with the use of technology. This position will also be responsible for the maintenance, revision, and updates to current website content. The use of social media has become equally important, as the Social Media Coordinator will utilize networks such as Facebook, Mailchimp, Youtube, Flickr, Instagram, Huskylink and Twitter to strengthen the relationship of the Kelly Ethnic Cultural Center and these constituents.The Social Media Coordinator works **16-19.5 hours per week** and must be available to work **evenings and weekends**. This position will also assist the professional staff with special projects for this office.

Duties and Responsibilities

Social Media Management and Promotions

- Rethink and re imagine the way all work is done at the Kelly ECC in terms of technology and information in order to create opportunities to engage staff in group work outside of traditional methods

- Assist Kelly ECC staff in the development and creation of promotional materials that welcome the general public - flyers, posters, brochures, orientation materials, Project Visibility, provide content and updates for ECC website, etc
- Develop comprehensive guidebook to promote ECC programs and services
- Coordinate outreach to campus and community through tabling events and presentations
- Serve as a photographer to take photos of Kelly ECC, student organization and campus events
- Conduct interviews of students, staff, and faculty for “spotlight” stories for website, Facebook, Tapestry or video updates

Websites & Content Management

- Maintain a fast, efficient, and SEO friendly ECC web presence
- Manage work applications for staff across all online work areas (Google Apps, Wordpress, Teambox, etc)
- Manage social media efforts in order to better connect with stakeholders (Facebook Fan Page, Flickr, Twitter, etc)
- Creating, maintaining, assisting in the web presence of the ECC
- Redefine and iterate on website interfaces to make our website better, than best
- Meet with students and staff for the online portion of projects and programs.
- Come up with new ways for the ECC to make an appearance online
- This position will assist staff for various projects and the online portion of events

Minimum Qualifications Required

- Desire to work in a multicultural environment
- Excellent verbal and written communication skills
- Minimum of 1 year’s experience
- Demonstrated ability to work independently with minimal supervision.
- knowledge of JavaScript, CSS, PHP, and MySQL.
- Fluidity with image editing software (Adobe Suite, Open Source editors, Web Applications, etc.)
- Knowledge of current office tools (**Google Apps**, Microsoft Office Suite, Calendaring, etc.)
- Ability to communicate policies and procedures to students and visitors

Qualities Desired/Required

- Ability to work under time sensitive deadlines and produce work quickly as little as 1 day to 1 week advance notice
- Must be proficient in the use of Photoshop, Illustrator, InDesign and other graphic design programs
- Must have excellent self-editing/proofreading skills
- Must have excellent organizational and communication skills
- Desire to work and learn in a multicultural environment

- Ability to work independently and with minimum supervision
- Ability to work with a diverse and multicultural team
- Reliability to arrive to work on time and adhere to scheduled hours
- Use of UW Google Apps and Google Calendar will be required; prior use or knowledge preferred but not required
- Ability to lift 10-20 lbs of weight, ability to carry 5-10 lbs of weight