

## **STUDENT SOCIAL MEDIA COORDINATOR**

### **Job Description**

**\$15.45/HOUR – ONE YEAR COMMITMENT REQUIRED – 19.5 HOURS PER WEEK**

**(September 2018 - June 2019)**

### **The Kelly Ethnic Cultural Center**

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

### **Duties and Responsibilities**

The ECC Student **Social Media Coordinator** position is responsible for the overall support of technology and web-based interactions for the Kelly ECC. This position will oversee and precipitate the flow of information within the Kelly ECC, 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 ECC and these constituents. The Social Media Coordinator works **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 Include:**

#### *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 Kelly ECC website, etc
- Develop comprehensive guidebook to promote Kelly 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 Kelly ECC web presence

- Manage work applications for staff across all online work areas (Google Apps, Wordpress, etc.)
- Manage social media efforts in order to better connect with stakeholders (Facebook Fan Page, Flickr, Twitter, Instagram, etc.)
- Creating, maintaining, assisting in the web presence of the Kelly 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 Kelly 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 years' 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**

- 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

**Reports to:** Assistant Director

#### **Educational Benefits**

The Social Media Coordinator will have the opportunity to develop critical-thinking and problem solving skills, enhance customer service abilities and become familiar with a broad range of software programs and audiovisual equipment. This person will also be able to develop organizational, managerial, logistical and communication skills by interacting with students, staff, and faculty, and the general public in a multicultural environment.

**To Apply:**

Each applicant must submit an application, a letter of interest, and resume. Applicants will be screened and interviews will be conducted by the Kelly ECC staff. The letter of interest should include why the applicant is interested in the position; provide examples that support and address the applicant's experiences and/or goals that have led them to this opportunity and provide specific examples from their current and/or previous activities (employment, life experiences, coursework, volunteer, teaching experience, etc.).

**Send all application material to Min Su Park, [mssp11@uw.edu](mailto:mssp11@uw.edu), or drop them off at the Samuel E. Kelly Ethnic Cultural Center: 3931 Brooklyn Ave NE, Seattle, WA 98105**

*A portfolio would be a very helpful piece in your application but is not required.*

*The University of Washington reaffirms its policy of equal opportunity regardless of race, color, creed, religion, national origin, sex, sexual orientation, age, marital status, disability, or status as a disabled veteran or Vietnam-era veteran in accordance with University of Washington policy and applicable federal and state statutes and regulations. The University of Washington is committed to providing access, equal opportunity and reasonable accommodation in its services, programs, activities, education and employment for individuals with disabilities.*

*The Samuel E. Kelly Ethnic Cultural Center values having an inclusive work place that encourages and highlights diversity of thoughts, experiences and staff. We seek applicants with varied backgrounds, experiences, abilities and skills to join our team. We encourage all aspects of diverse applicants to apply. The University of Washington is an equal opportunity, affirmative action employer.*

**For information or to request disability accommodation contact:**

Disabled Students Services (Seattle campus) at Phone: 206-543-6450, Fax: 206-685-7264 or e-mail at [dso@uw.edu](mailto:dso@uw.edu). You can also visit the site at <http://hr.uw.edu/dso/>.