



Student Position Description

JOB TITLE: Social Media Assistant

REPORTS TO: Director of Campus Recreation & Wellness

PAY RATE: Tier I – starts at \$9.00/hour

SUMMARY OF POSITION:

Campus Recreation & Wellness provides quality recreational and educational experiences designed to positively impact the development of Elon students and contribute to the wellness of the campus community. The social media assistant oversees all social media utilized to highlight and promote Campus Recreation & Wellness facilities, programs, and services.

ESSENTIAL DUTIES AND RESPONSIBILITIES:

- Maintain all current social media and identify opportunities to expand social media outreach
- Develop and implement weekly social media marketing plans
- Work collaboratively with Campus Recreation & Wellness professional staff members and student team leaders to ensure that programs, services, and events are effectively communicated to intended audiences across the campus community
- Maintain a working knowledge of all Campus Recreation & Wellness programs, services, and events
- Foster strong partnerships with other members of the Communications team, as well as colleagues throughout Campus Recreation & Wellness
- Deliver quality customer service to all patrons, program participants, and visitors
- Attend all Communications team meetings and trainings
- Other duties and projects as assigned

MINIMUM QUALIFICATIONS:

- Proficient in Facebook, Twitter, Instagram, and Snapchat
- Must be available to work evenings and weekends as scheduled
- American Red Cross CPR, First Aid, and AED certification (classes available through Campus Recreation & Wellness)

LEARNING OUTCOMES:

Through employment in Campus Recreation & Wellness, the social media assistant will:

- Develop transferrable skills such as teamwork, communication, time management, organization, conflict resolution, critical thinking, and decision-making.
- Be able to articulate the value of recreation and wellness in the overall college student experience.
- Understand and be able to articulate the impact of social media on individuals and groups.

EQUAL EMPLOYMENT OPPORTUNITY:

Elon University does not discriminate on the basis of age, race, color, creed, sex, national or ethnic origin, disability, sexual orientation, gender identity, or veteran's status in the recruitment and admission of students, the recruitment and employment of faculty and staff, or the operation of any of its programs.