Job Title: Social Media Specialist
Employer: L&S Office of Undergraduate Advising
Rate: $22/hour
Hours per week: 10-15
Start/End Dates: August 15 – December 14, 2018. Position may continue through May 17, 2019. (Students eligible for work-study in academic year 2017-2018 - in addition to 2018-2019 - may be able to start on July 1.)

Description:
The L&S Office of Undergraduate Advising is looking for a driven Social Media Specialist to attract and interact with virtual student communities. The specialist will assist in the development, implementation, delivery, and evaluation of workshops and multimedia approaches (website, videos, social media, etc.) The goal is to gradually achieve superior student engagement with L&S undergraduate students.

The social media specialist supports the marketing and promotion of L&S Office of Undergraduate Advising’s services, programs, and strategic communications through social media platforms. This role plays a critical role in increasing L&S OUA’s visibility and engagement with students on social platforms.

Duties include:
- Collaborate with L&S OUA Media Team to strategically promote L&S OUA services, programs, and communicate deadlines and policy changes to the undergraduate student population.
- Ability to attend bi-monthly office meetings with the L&S OUA Media Team. Ability to attend other office meetings (flexible dates) for project check-ins.
- Proactively work with L&S OUA Media team to help develop new opportunities for enhancing overall social media presence online and engagement with consumers.
- Using approved parameters, increase the visibility of L&S Office of Undergraduate Advising.
- Collect, analyze, and summarize data and trends.
- Capture and analyze the appropriate social data, insights and best practices, and acting on the information.

Community Management/Engagement:
- Promote community engagement by increasing positive interactions with students online.
- Monitor brand reputation of L&S OUA on social media platforms.
- Escalate incidents and/or emerging crises to media team lead.
- Collects, analyzes, and summarizes data and trends from L&S OUA social media platforms.
- Schedules posts for publication on social media platforms.

Content Creation:
- Write posts and marketing copies for social media.
- Conceptualize and create campaign ideas to increase student engagement on social media platforms.
- Curate and create graphics and short video for social media
- Research and share other relevant campus partner opportunities, events, and stories on social media.

**Qualifications:**

- Minimum GPA of 2.8. Excellent organizational skills, responsible, detail-oriented, self-motivated, independent, and a quick learner. Experience in social media or related field.
- Must have excellent verbal and written communication skills. Experience in an office environment is a plus.
- Experience with Adobe Creative Suite is preferred.
- Experience working in social media, online community management, digital marketing or similar roles.
- Understanding of social media platforms and best practices.
- The ideal candidate will also be flexible, able to work with minimal supervision, and have good interpersonal skills and good judgment.
- Applicants must receive financial aid from Berkeley and have work-study as part of their financial aid package.

**Submitting Application:** (1) Please prepare a resume, preferably including a portfolio with 2-3 samples of past projects in social media or related field. (2) In your resume, please include 2-3 (non-student) work references, including past job title(s), and your supervisor(s)’s name and (2) in your resume, please include 2-3 (non-student) work references, which include your past job title(s) and your supervisor(s)’s name and contact information. (3) Include a brief letter indicating why you are interested in and qualified for this position. Please send packet to Maire Lanigan, lanigan@berkeley.edu. **Background check required.**