

IT Geeks Social Media Assistant

In a nutshell

We are looking for a Social Media Assistant whose primary focus is to implement growth and social media strategies for the IT Geeks.

As a key member of our marketing team, you will be responsible for sharing our work, point of view, and stories to the world. Working with our leadership and our team of designers and videographers, you'll be planning, tracking, implementing, and evaluating the marketing and communication efforts. While the emphasis is on attracting more users and helping them learn more about technology, the social media assistant also plays a vital role in showcasing us to the campus and the world.

Why is this role important for our work?

This summer, we celebrate the reopening and adding new spaces in the Crabbe Library for ECU students—a makerspace, media spaces, gaming room, VR room, and a wellness room. As we move into this next phase, we are looking for someone who can help evaluate our brand toward our mission, which is to help ECU students. The Social Media Assistant will make the biggest impact by creating engaging content for current and future ECU students. Your role is a combination of a journalist, an editor, a publisher, data analyst, and mission control. We'll count on you to drive positive brand awareness and brand affinity.

Position Location

The center of campus in the Crabbe Library!

Training Provided

All fall new hires must participate in a week-long training the week prior to the first week of classes. This also requires moving to campus early, if you live on campus.

Following this training is a probationary period with ongoing development opportunities throughout your time with us.

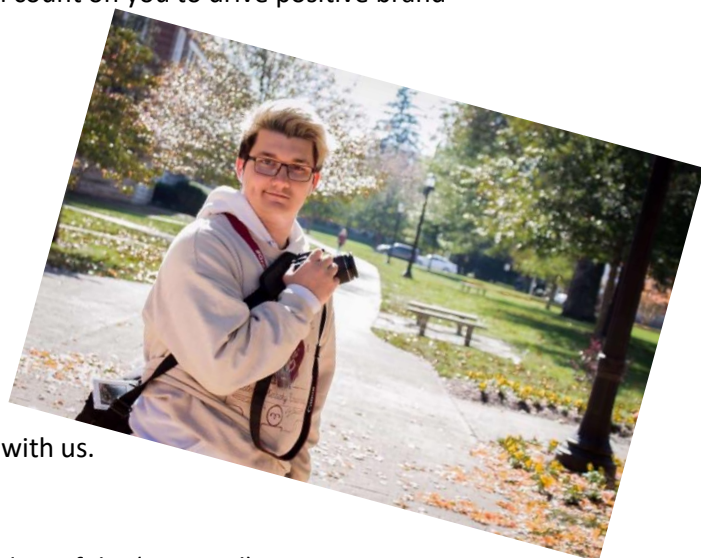
Required and Recommended Hiring Documents

A resume, class schedule for semester you will be hired, and portfolio (required)

A cover letter and list of references are recommended

If your portfolio of your work is digital, you can submit a link on your resume. We also accept PDF formats.

If recommended for hire, you will need to successfully pass a background check and provide I-9 documentation (social security card).



Factors for Success:

Patient, adept multi-tasker who loves to make things and teach others how to make things

Detailed oriented with a willingness to learn and a sense of humor

Professional demeanor and strong interpersonal skills

Enthusiasm and dedication for public service

Thrive from innovation and collaboration

Time Commitment

The time commitment for this position is between 15-20 hours per week which means a second campus job is not feasible.

Once here, you will focus on

- Work with our leadership team to build a marketing plan that effectively aligns with our business and mission
- Execute our marketing and communication plans to deliver messages in a variety of ways
- Manage our social media presence across all channels
- Craft compelling stories about our work, capabilities, thought leadership, culture, and community for sharing across a variety of channels and mediums
- Actively monitor the tech and higher education industries for relevant developments and establish market awareness
- Raise awareness for our work by vetting, identifying, and coordinating opportunities for outreach to other areas/departments at ECU (and outside the university)
- Collaborate with multi-disciplinary teams across the organization to ensure brand consistency on all external-facing communications
- Attending events and taking photos and short video clips for use on social media
- Write copy for social media posts
- Take photos of everyday life at the Geeks for use on social media
- Assist with headshot photo management (take, upload, organize, schedule)
- Track and monitor marketing programs and initiatives
- Coach other Geeks on their messaging and media opportunities
- Hold weekly office hours to assist in our media spaces
- Other duties as assigned

Relevant Experience, Skills, and Mindsets

We are looking for someone who is excited by the intersection of education and technology--a critical and creative thinker who knows how to help people.

MUST HAVES

- Exemplary customer service skills
- Excellent communication skills (speaking/writing) to effectively communicate with a wide range of people in our diverse campus community
- Excellent project management skills to consistently meet deadlines
- Good interpersonal, collaboration, and teamwork skills
- Experience working with social media
- Knowledge [and experience] with Adobe Creative Cloud
- Functional familiarity and experience with modern cameras, electronics, as well as other related technologies (e.g., DSLR, Media Management, etc.)
- Ability to problem solve and think analytically
- Professionalism
- High level of motivation
- Desire to learn new and challenging technical skills
- Integrity
- Attention to details
- Basic knowledge of Microsoft Office and web browsers
- Be in good academic standing
- Accurate typing at 25 wpm
- Ability to lift 20 lbs.

BONUS POINTS IF YOU HAVE:

- Knowledge [and experience] with either the latest operating systems from Microsoft and Apple
- Knowledge [and experience] with either the latest mobile operating system from Apple or Android
- Basic networking concepts
- Basic Microsoft Office concepts
- A desire for life-long learning
- Knowledge of ECU residence halls/buildings locations

Pop Quiz

If you were to pitch a social media campaign about the IT Geeks what theme would you pitch and why?

If you were to change one thing about our social media right now, what would it be and why?