



Office of Communication & Marketing Graduate Assistant -- Social Media Assistant

Position Description

GA This position is 20hrs/week and yields a 6-credit tuition waiver and \$2500 stipend/semester. To be successful in this position will require the employee to be a self-starter who is able to work on assigned projects with little oversight while also working well within a team structure. The ability to learn new processes and/or technologies easily and being open to new ideas is critical. Additional skill sets that will assist a new GA is excellent written and verbal communication, conscientious attention to detail, adherence to deadlines, and the ability to research. Duties generally include:

The GA will be a key administrator and developer of content for all of the college's official social media outlets. They will develop digital content, video, and research new creative concepts for engaging current and prospective students, alumni, and the local, state and worldwide community, and track and interpret outcomes of any social media activity. They will also be asked to review and report analytics data. These tasks will help with the professional development of the GA and provide applied learning outcomes.

Responsibilities:

- Maintain and update several of the college's official social media outlets, responding to questions and comments in a timely manner.
- Approve social media posts using Tagboard which populates the Social Media Hub.
- Schedule and post high priority institutional messages with links on all social media accounts including Instagram Stories using Later.com.
- Adding tangible value to marketing campaigns that support significant institutional goals.
- Produce annual, monthly, and weekly content plans, aided by the Web Team and Office of Communication & Marketing.
- Research and develop new creative concepts for engagement through social media.
- Interacting with and productively influencing other departments' social media presence within the college.
- Track activity and measure results of executed campaigns.
- Periodically review analytics data and measure ROI.
- Attend several events on campus or virtual events to capture photos or video for social media.

To Apply: Send Resume and Cover Letter to John Oles at olesj@newpaltz.edu