

BENTLEY Student Programs & Engagement

Job Description – Social Media Specialist

Position Title: Social Media Specialist

Department Team: HYPE Marketing Team

Pay Rate: \$14.25 / Hour

Supervisor: Associate Director of Student Programs & Engagement

HYPE Marketing Team Mission Statement

The HYPE Marketing Team (Highlighting Your Programs and Events) embodies and amplifies Student Programs & Engagement's mission by highlighting opportunities for social connections and student development on campus. Using creative marketing strategies and a strong departmental brand, HYPE creates an awareness and excitement around departmental programs, student organization events, and student-centered initiatives. HYPE achieves their mission through marketing and branding support, highlighting student voices, providing live coverage for campus programs and events, and documenting the student engagement experience.

Position Summary

The Social Media Specialist is part of the Event Marketing Team, which is primarily responsible for engaging in web-based marketing efforts for the Student Programs & Engagement department. Student Programs & Engagement programs include departmental events, student organization events, and other annual social, educational, and celebration programs for the student body. The Social Media Specialist manages departmental social media accounts, as well as maintains the BentleySPEak website and blog, showcasing engagement opportunities taking place in the Bentley community.

Responsibilities

- Manage content creation and follower engagement for departmental social media accounts including Facebook, Twitter, and Instagram.
- Frequently monitor the HYPE Programs & Events Submission Form to create a robust and all-inclusive weekly social media schedule of upcoming events.
- Respond professionally and in a timely manner to social media direct messages to ensure seamless communication with followers and guaranteeing accurate delivery of information.
- Publish visual content, including weekly program posters, programming calendar visuals, and program photo/video content on social media.
- Post to social media accounts while staffing events to market events to students and generate a buzz for campus engagement.
- Plan and create social media campaigns around monthly programming, holidays, and general follower engagement.
- Maintain vision and aesthetic of social media platforms while aligning with the needs of the department.

- Maintain BentleySPEak blog and website in conjunction with Event Marketing Director by ensuring information is consistently updated and accurately represents the departmental initiatives.
- Ensure a consistent and cohesive departmental brand is used in all marketing materials.
- Attend scheduled Event Marketing Team meetings to review assigned projects and event staffing assignments.
- Attend occasional one-on-one meetings with the Event Marketing Director, HYPE Director, and/or Program Coordinator.
- Other duties as assigned by the Student Programs & Engagement Professional Staff.

Scheduled Shift Times

HYPE staff members are required to hold two office hours each week within the Student Center between the hours of 8:30 AM – 4:30 PM, Monday – Friday. Scheduled office hours remain the same each week and can be used as needed for project work. Additional shifts include all work completed outside of office hours, including event coverage, photo and video editing, and graphic creation. Staff are permitted to work between 8-10 hours per week. Event coverage shifts are available to be picked up as needed.

Qualifications

- Must be a reliable, trustworthy, team player who will be a contributing member of the staff.
- Must have the ability to manage several projects at once.
- Must have keen attention to detail and the ability to give feedback to team members.
- Must have an understanding of marketing trends, terminology, and strategy, specifically related to social media and website management.
- Must have the ability to be creative, flexible, collaborative, and take initiative in developing new and innovative ways to engage students via campus marketing campaigns.
- Must have knowledge of social media platforms, blogs, and web-based marketing.
- Must have the ability to communicate with team and supervisor on a regular and frequent basis, both in-person, and remotely.
- Must act in a professional manner and as a positive representative of the department.
- Must follow all HYPE and Student Programs & Engagement employment policies.
- Must attend all HYPE team meetings and trainings.
- Must be able to return to campus early for mandatory training at the beginning of each semester. Staff members who live in campus residence halls will be approved to move into their rooms early for training.
- Must remain an enrolled undergraduate student at Bentley University, in good academic and judicial standing with the university throughout the length of employment. Current staff members can apply to return to the staff during their graduate year(s).

Mandatory Dates

Tentative Spring 2023 Semester Training: January 18 – January 23

All Staff Meetings: Biweekly, on Tuesday or Wednesday, 2:00 PM – 3:00 PM

Event Marketing Team Meetings: Weekly, based on availability of group

- Attendance at all mandatory dates is expected from staff members. Candidates must address any potential conflicts during the interview process.
- Prior approval must be requested and granted in order to miss a mandatory obligation.
- Training dates are tentative. Please check with your supervisor before making travel arrangements.

Supplemental Application Materials

Include any additional relevant information, such as samples of previous work, with your application.