

BENTLEY Student Programs & Engagement

Job Description – Social Media Specialist

Position Title: Social Media Specialist

Department Team: HYPE Marketing Team

Pay Rate: \$15.00 / 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, showcasing engagement opportunities taking place in the Bentley community.

Responsibilities

- Manage content creation and follower engagement for departmental social media accounts including Facebook, Twitter, Instagram, TikTok, and/or any other forms of social media that are deemed applicable.
- Create a robust and all-inclusive weekly social media schedule of upcoming events based on the HYPE Programs & Events Submission Form.
- 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, trends, and general follower engagement.
- Prepare point-in-time and comparative social media metrics and analytics documentation.

- Curate vision and aesthetic of social media platforms while aligning with the needs of the department.
- 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 regular one-on-one meetings with the Event Marketing Director, HYPE Director, supervisor, and/or other Student Programs & Engagement staff members.
- Other duties as assigned by the Student Programs & Engagement professional Staff.

Scheduled Shift Times

HYPE team 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. 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. All shifts must be logged and verified via SubtUp to confirm working hours.

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/vlogs, 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 Fall 2023 Semester Training: August 27 – September 2, 2023

Tentative Spring 2024 Semester Training: January 17 – January 21, 2024

All Student Employment Staff Meeting: Wednesday, October 18, 2023, at 2:00 – 3:30 PM

All Student Employment Staff Meeting: Wednesday, March 20, 2024, at 2:00 – 3:30 PM

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

All HYPE Staff Meetings: Bi-weekly, on Tuesday or Wednesday, 2:00 PM – 3:00 PM

- 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

Social Media Specialist applicants are required to submit samples of social media pages they manage, strategic projects, communication plans, etc. with an application. Visit www.BentleySPEak.com/hiring for examples of appropriate supplemental material submissions.